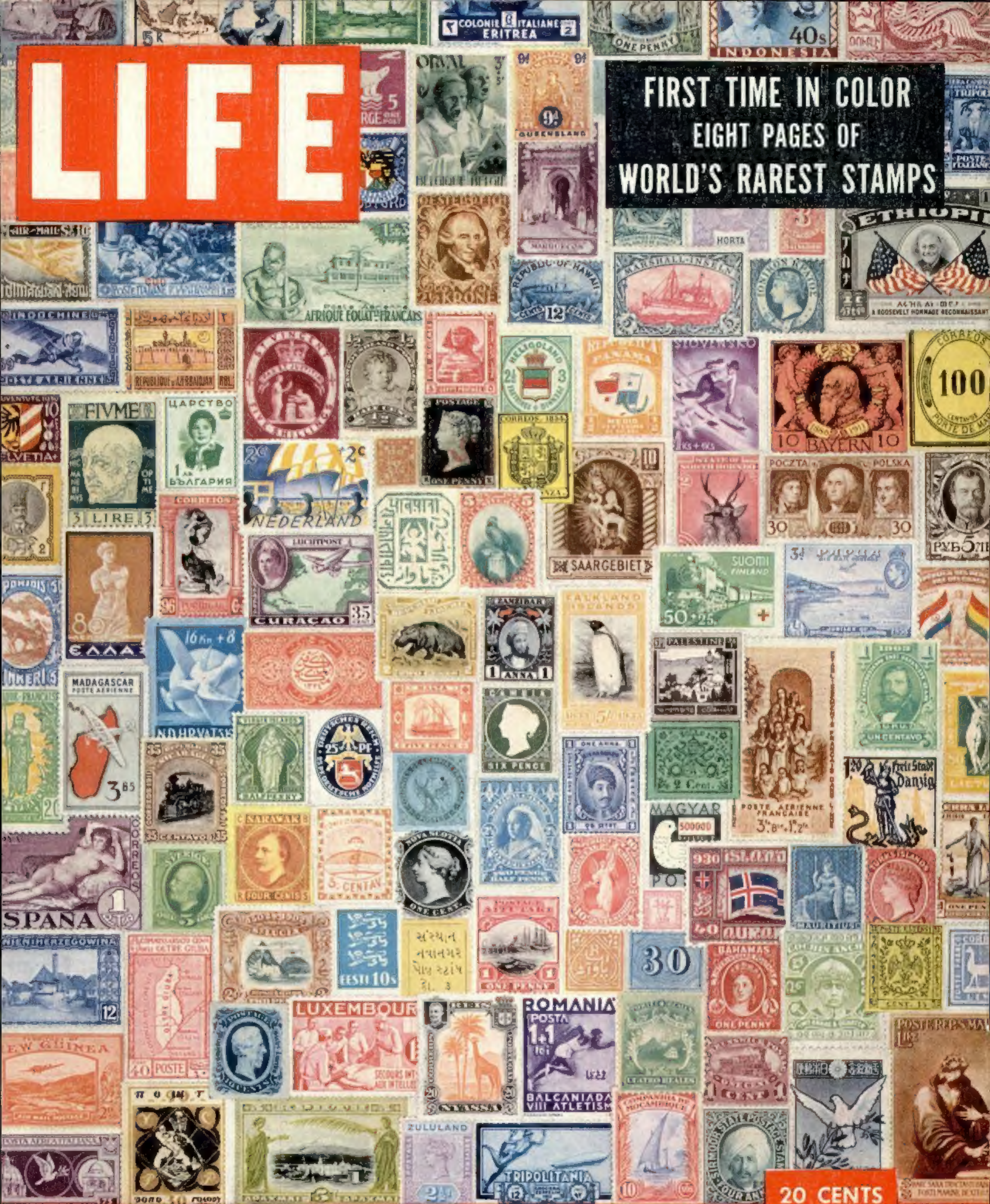


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20 CENTS

MAY 3, 1954


REG. U. S. PAT. OFF.




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With Pacific's famous boxed corners, you change beds in a jiffy. No shaking this sheet to center it . . . no mitering corners. And this quick-changer

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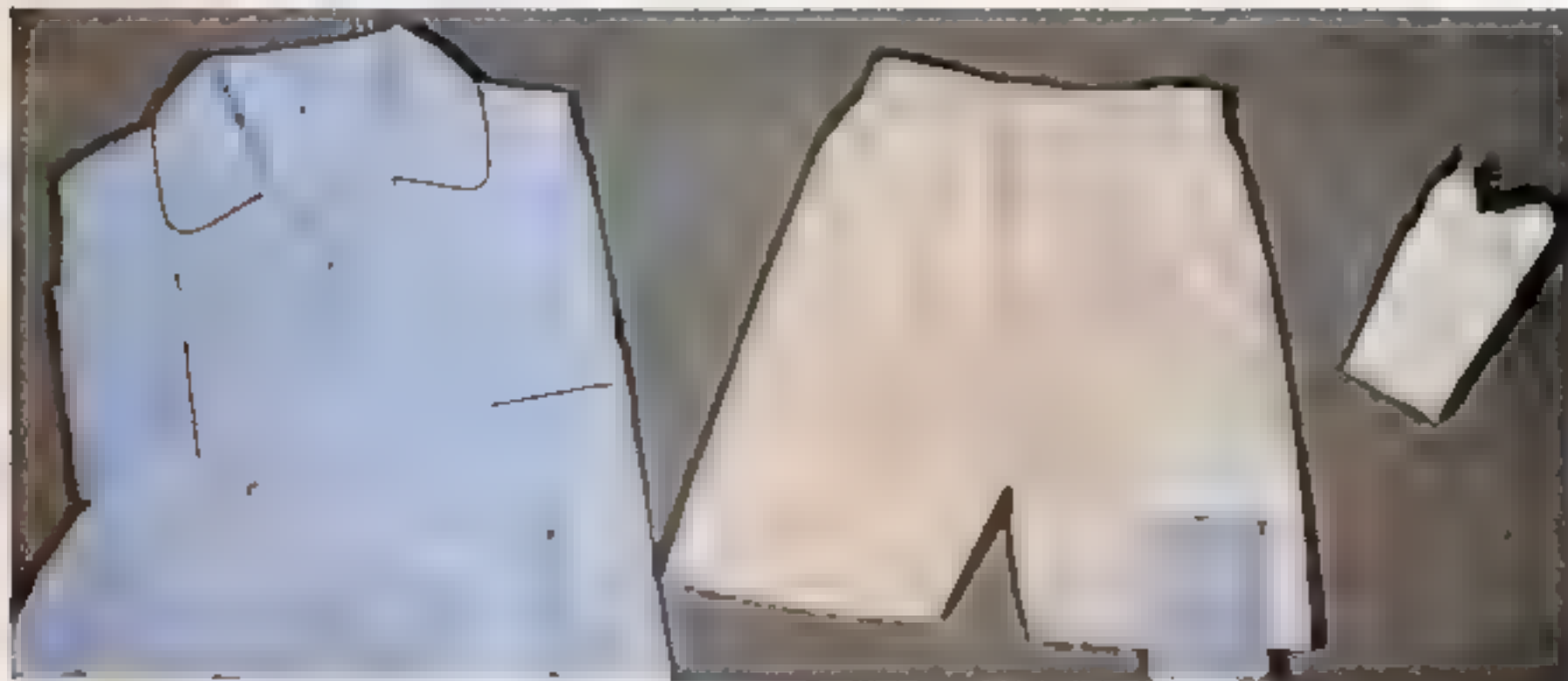




CHARLTON HESTON starring in Paramount Pictures' "SECRET OF THE INCAS". Color by Technicolor.

## There's cool luxury in Van Heusen's colorful new Batiste - "Moulin Rouge"

Collar above left—the Van Karon.



"Moulin Rouge" Shirts (long or short sleeves), \$3.95; Sportshirts, \$3.95; Pajamas, \$5.95; Underwear, \$1.50; Handkerchiefs, \$.50. Tie shown—Van Heusen "Moulin Rouge" Shirt-Mate, \$1.50.

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We could say our magnificent new "Moulin Rouge" Batiste wardrobe—inspired by the subtle colors of Toulouse-Lautrec—is the lightest, coolest, most luxurious you ever put on your back!

We could say it's so soft to the touch it's next-to-nothing next to you. But nothing we could say expresses the feeling of well-being you get when you wear it!

## Van Heusen "Moulin Rouge"







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Enjoy the glamour, the super-luxury of the world's finest train—now at half the extra fare

Enjoy these exciting features on the only all-room streamliner, Chicago-Los Angeles.

- An Indian Guide aboard (eastbound) to point out landmarks of his homeland in New Mexico.
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Now, more reason than ever to ride the *Super Chief*—the train that set a new world standard of travel!

**EXTRA FARE CUT 50%**

## on **The Chief**

New money-saving features permit more travelers than ever to enjoy the thrill of riding *The Chief*.

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- Extra fare dropped.
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- Budget meals in new lunch-counter diner—for as little as \$2.50 a day—in addition to full-course menus in the main dining car. All Fred Harvey food.

*The Chief* is still *The Chief*—a great train made still greater... and now available to more travelers.

**NOW—NO EXTRA FARE**

## on **El Capitan**

Top economy, new luxuries on the only all-chair streamliner—with only full-length Dome car—between Chicago and Los Angeles.

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- Indian Guide on the train (westbound) through New Mexico.
- New budget meals—famous Fred Harvey food. Service for as little as \$2.50 a day.
- New, modern reclining seats, with full-length leg rests.

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New features added... Extra fares cut... Family Plan available... All to make your trip more economical, more comfortable, more *fun* on the *Super Chief*, *The Chief* and *El Capitan*.

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## LETTERS TO THE EDITORS

### HYDROGEN AGE AGENDA

Sirs:

Thank you for your clear, intelligent editorial ("An Agenda for the Hydrogen Age," *LIFE*, April 12). It was refreshing to read something unhysterical about the weapon. . . .

VIRGINIA MOLINET

Freeport, N.Y.

Sirs,

Although it is inconceivable any nation would try, Your Majesty, even the Lombards or the Saxons, this gunpowder Brother Bernard has invented could propel projectiles that would demolish whole fortresses. . . .

Although it is inconceivable any nation would try, Your Lordship, this underwater craft could sink passenger ships without warning.

Although it is inconceivable any nation would try, senator, the flying machine makes it theoretically possible to lay waste to cities with aerial bombs. . . .

Although it is inconceivable any nation would try, dear *LIFE* readers, it is possible to bring doomday by seeding H-bombs with large quantities of cobalt.

ROBERT HELD JR.

Putnam Valley, N.Y.

Sirs

My heart aches because, like all doers of good who forget the one necessary absolute, you've missed the boat. Yesterday's democracy was spiritual. Today's is utilitarian. . . . Until we are again on our knees before our Lord, the world we lead can expect mounting chaos. It may be the chaos wrought by our Creator, or far worse, an ever present fear which will sap our very soul and deprive us all of hope. Your agenda, built on our rational finity, forfeits the one real opportunity of our generation. Our Lord never was a social worker. He is our salvation.

RICHARD NEWELL

Harvard Law School  
Cambridge, Mass.

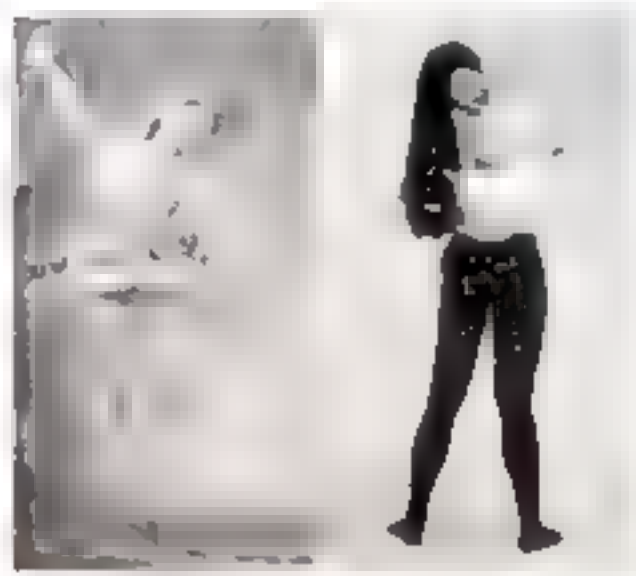
### INK-BLOT DANCERS

Sirs:

Photographer Radford Bascombe's Rorschach ink-blot pictures of dancers (*Speaking of Pictures*, *LIFE*, April 12) were highly entertaining. But I think you went too far in letting such a well-known ballerina as Janet Reed go unnamed. Miss Reed for many seasons graced the stages of Broadway musical hits and is now a shining light of the New York City Ballet. Who was the other girl?

WILBUR PIPPER

New York, N.Y.



REED

TURNER

● The other girl was Pat Turner, who danced in *Can Can* and *Guys and Dolls*.—ED.

### ACADEMIC HOAX

Sirs,

In an age when it is implied that modern physics can be understood only in a classroom, the story of "Marvin Hewitt, Ph(don)y D." (*LIFE*, April 12) was wonderfully refreshing. Franklin, Faraday or Leonardo da Vinci could not qualify today to teach in even a public grade school. . . .

KENNETH WADE

New York, N.Y.

Sirs:

. . . Mr. Hewitt is a little older, heavier and badder, just as I am, but I am sure he was my lab instructor in physics at Philadelphia College of Pharmacy and Science. Checking my physics lab reports of 1946, I noticed the name "Dr. Ashkin" on each one of them. All I can say, professor or not, he passed me, and I will be eternally thankful.

LEONARD BUCHALTER

Greensburg, Pa.

Sirs:

. . . It is incredible that such a fine mind and proved teaching ability should be allowed to go to waste. . . .

DONALD J. FALVEY

Deep River, Conn.

● Hewitt has been offered help in finding a nonacademic job, providing his masquerade "is really over," by Robert K. Sawyer, managing director, city of Philadelphia. Sawyer said his sympathies were heightened when *LIFE* reported Hewitt's father, a Philadelphia policeman, was killed in line of duty in 1947. Hewitt has applied for jobs in technical industries but has not received any definite offers.—ED.

### PASSIONATE SALOME

Sirs:

Your presentation of Phyllis Curtin's dance ("Passionate Salome," *LIFE*, April 12) cheapens a dignified performance into a honky-tonk routine, the last picture in particular suggesting it ends in a daring exposure, which is entirely untrue. Your treatment has caused headshaking around here at Miss Curtin's expense, which is grotesquely inappropriate to this distinguished artist. . . .

STEPHEN WHICHER

Swarthmore College  
Swarthmore, Pa.

CONTINUED ON PAGE 14

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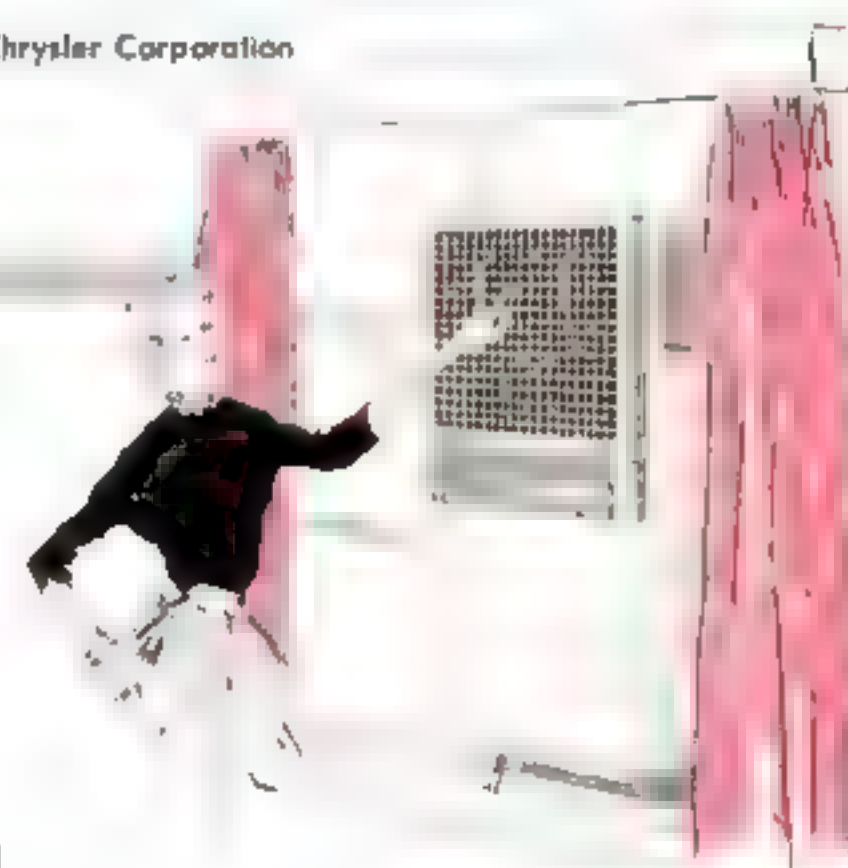


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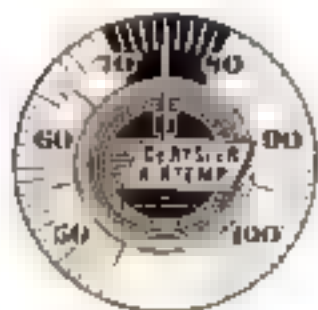
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Presenting...a new Chrysler Airtemp for casement windows—first of its kind!

Here is a room air conditioner of genuine Chrysler Airtemp quality throughout—designed for quick, easy installation in casement type windows. If you have casement windows, here is your answer to cooler, healthier living this summer. This new type Chrysler Airtemp can be installed like a screen—nothing projects outside to interfere with opening, closing or locking of window.

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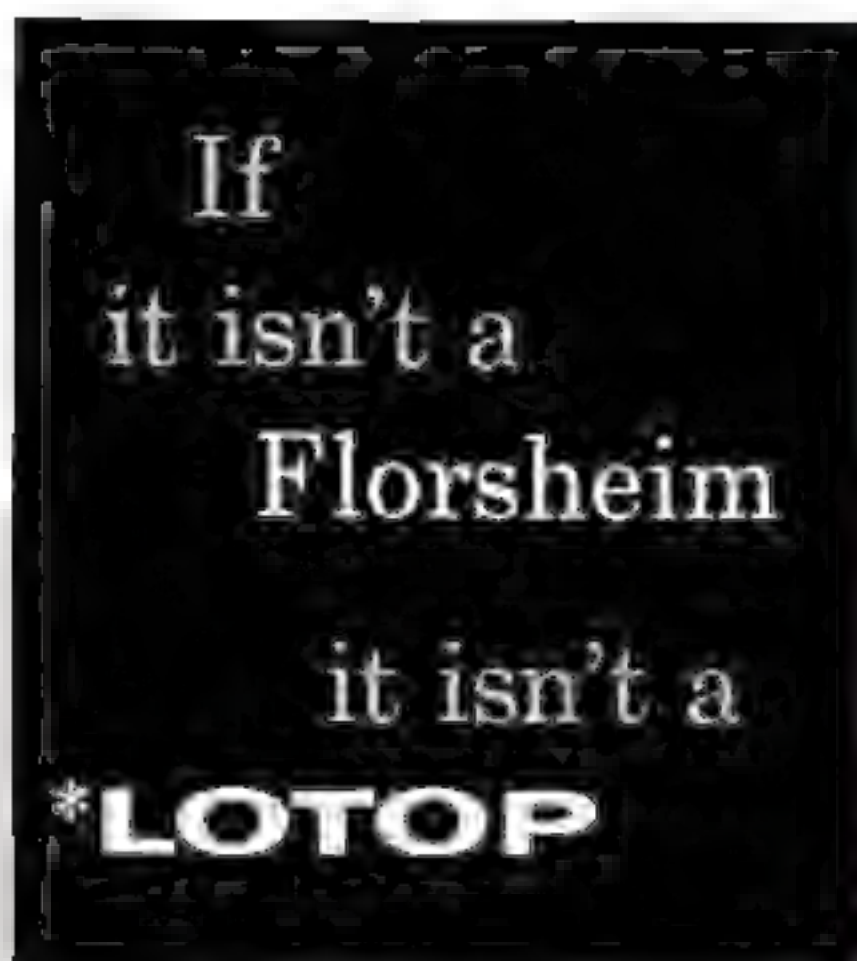
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## LETTERS TO THE EDITORS CONTINUED

Sirs:

... The fact that the "wiggly stuff" has moved from the burlesque house to the opera house and is performed by a history professor's wife may help some to view it as art. But I think Miss Curtin's aroused virgin, complete with slapped thighs, is a long way from the honest-to-God slut Salome was in the flesh.

JAMES C. CURRAN

Washington, D.C.

Sirs:

... The pictures were certainly a revelation. I had no idea Phyllis, who was a school friend of mine, had such hidden talents. As Monticello girls we were always taught "to remember who we are and what we represent." Phyllis is certainly doing that well. I wish I could have seen her. I predict she and her beautiful voice will go far.

MARILYN MCKEE

Alton, Ill.

### YUGOSLAV ROMANCE

Sirs:

Milovan Djilas, author of "A Romance That Rocked Yugoslavia" (LIFE, April 12), must have been kicked out for senility, not for being "bourgeois" and "counterrevolutionary." ... It would ill behoove the head of any state to retain him as "influential adviser" and "No. 3 man." The story bubbles like third-rate soap opera and is obviously the product of someone whose mind has quietly given way.

THOMAS FORD WRIGLEY

Chicago, Ill.

Sirs:

Poor Milena Vrajak, snubbed by the wives of high-ranking officials of Tito's Yugoslavia, calls to mind another *cause célèbre* which took place more than a century ago in our own country. Margaret O'Neill Timberlake, daughter of a tavern keeper, had become the wife of John H. Eaton, Secretary of War in Andrew Jackson's cabinet. She found herself cruelly snubbed by the wives of the other cabinet members. Here the story diverges from its present-day parallel. Old Hickory took up the cudgels for pretty Peggy and worked very hard to have his advisers convert their wives. Only the widowed Martin Van Buren, himself son of an innkeeper, stood by him. The resulting deadlock was one of the factors that led Jackson to almost completely reorganize his cabinet.

MURRAY M. HOROWITZ

Brooklyn, N.Y.

### ANDEAN ART

Sirs:

I was much interested in your article on Andean art ("Art Riches of

the Andes," LIFE, April 12). One thing puzzles me though; that caption under the first picture: "Tiger man, carrying trophy of human head." I thought tigers were strictly confined to the environs of Asia. ...

MRS. DAVID MOORE

Willows, Calif.



ANDEAN 'TIGER'

● There are no tigers in South America. The painting was apparently based on the margay or *Felis tigrina*, usually called "tiger cat."—ED.

### TV TALENT SPREE

Sirs:

In your "Whopping Talent Spree" (LIFE, April 12) you said the Rodgers and Hammerstein TV show scenes from *Me and Juliet* were performed by Bill Hayes and Janice Rule. Hayes and Miss Rule did a song from *Allegro*.

STANLEY JACOBS

Medford, Mass.

● LIFE reversed duets. Tony Martin and Rosemary Clooney did the scene from *Me and Juliet*. Hayes and Miss Rule the one from *Allegro*.—ED.

### SUB-TEEN STYLES

Sirs:

I am 10 years old and have been pestering my father and mother for months for a pair of "teen heels" for Easter. They said I want to grow up too fast. But thanks a million to your article ("Not Yet Thirteen," LIFE, April 12), they bought my "heels" today.

GERRY ANN CHADBOURNE

Kokomo, Ind.

### SEARS'S TOOTHPICKS

Sirs:

Samuel P. Sears the Boston attorney, has had enough disappointment

CONTINUED ON PAGE 17

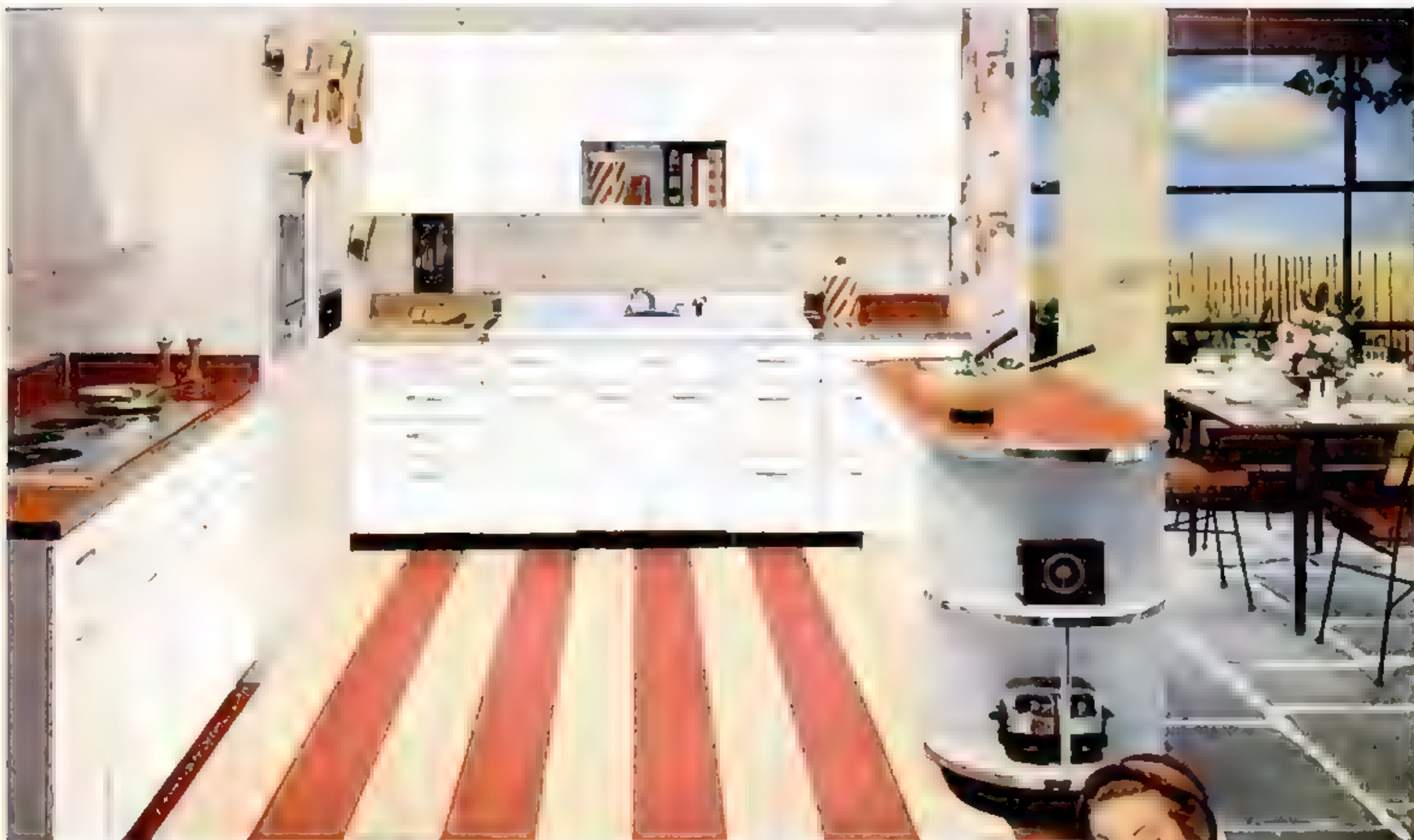


JACKSON FAILED TO GET SNOOTY CABINET TO ACCEPT PEGGY



# Republic Steel Kitchens!

This is a *different* message about kitchens. The kitchen pictured is different from other kitchens. Look beyond its simple, modern beauty, the well-designed plan for easing kitchen tasks, and you'll find *something more*.



Your Republic Steel Kitchens dealer can duplicate or adapt this modern kitchen plan

## Most for your Money!

Only one steel kitchen manufacturer—REPUBLIC—can produce a kitchen line that assures you most for your money. A top quality line at easy-to-budget prices!

Only Republic can give you most for your money because only Republic can guard the quality of its product from raw ore right to your dealer's store.

Republic Steel Kitchens are designed and built by one of the world's greatest steel companies. A pioneer in steel kitchen manufacture. Producers of the kitchen line in which the "extras" are standard!

Don't take our word for it! Compare feature for feature and you'll see, and agree, that you get most for your money when you get Republic Steel Kitchens.

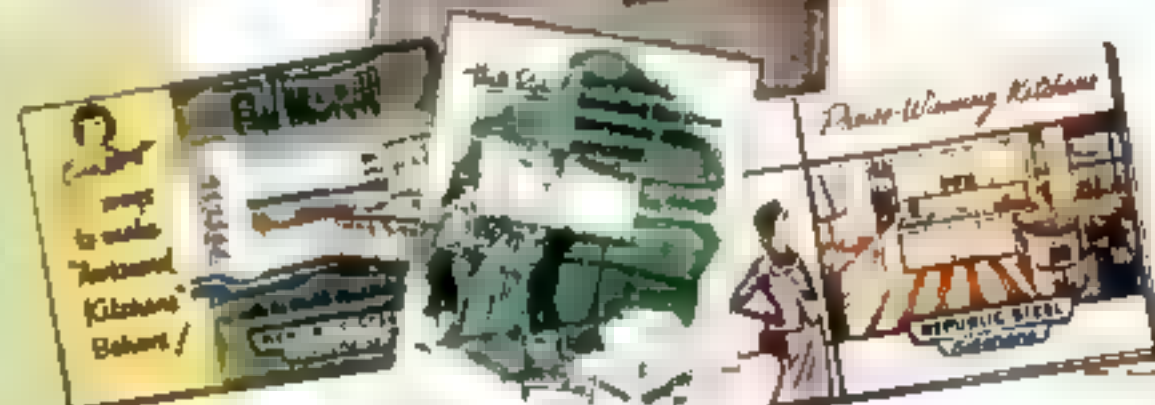
## Here's Proof!

Visit your Republic Steel Kitchens dealer. The complete Showdown Comparison chart and a long satisfying look at Republic Steel Kitchens will convince you.

FEATURES	Republic Steel Kitchens	Factory Made Wood Kitchens	Steel Kitchen "A"	Steel Kitchen "B"	Steel Kitchen "C"	Steel Kitchen "D"
<b>TWO-HEIGHT KITCHENS</b> —Installed at the right height for your "comfort reach."	YES	NO	NO	NO	NO	NO
<b>NYLON GLIDES</b> —Offer smooth, quiet drawer operation; no binding.	YES	NO	NO	YES	NO	NO
<b>TOP CLEARANCE RAILS</b> —Between counters and drawers add strength; no binding.	YES	NO	NO	NO	YES	NO
<b>COVERED FORMICA COUNTERS</b> —Continue on smooth surface right up the back splash.	YES	NO	NO	NO	NO	NO
<b>READY ACCESS PULL-OUT CUTTING BOARD</b> — <sup>1</sup> in. hi. standard cabinet.	YES	NO	NO	NO	NO	NO

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Kitchens

*The World's  
Most Modern Kitchens*



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1. If you're remodeling, and you want to see how to make your kitchen better and more modern. 2. If you're building a new kitchen, and you want to see how to make it better and more modern. 3. If you're building a new kitchen, and you want to see how to make it better and more modern.

For more ideas, see "3 Ways to Make Awkward Kitchens Better" or "How Mary and I Installed Our Own Republic Steel Kitchen"

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Address \_\_\_\_\_ County \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





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In past summers women have let themselves be talked into palid-colored, coarse fabric playclothes on the ground of low-priced practicality. This year those same women are besieging U. S. stores for the brilliant-hued separates shown above. Though these outfits (shorts excepted) are gala enough for cocktailing, they have the stamina for daily chores around the old homestead, too. And in spite of the uninhibited colorings,

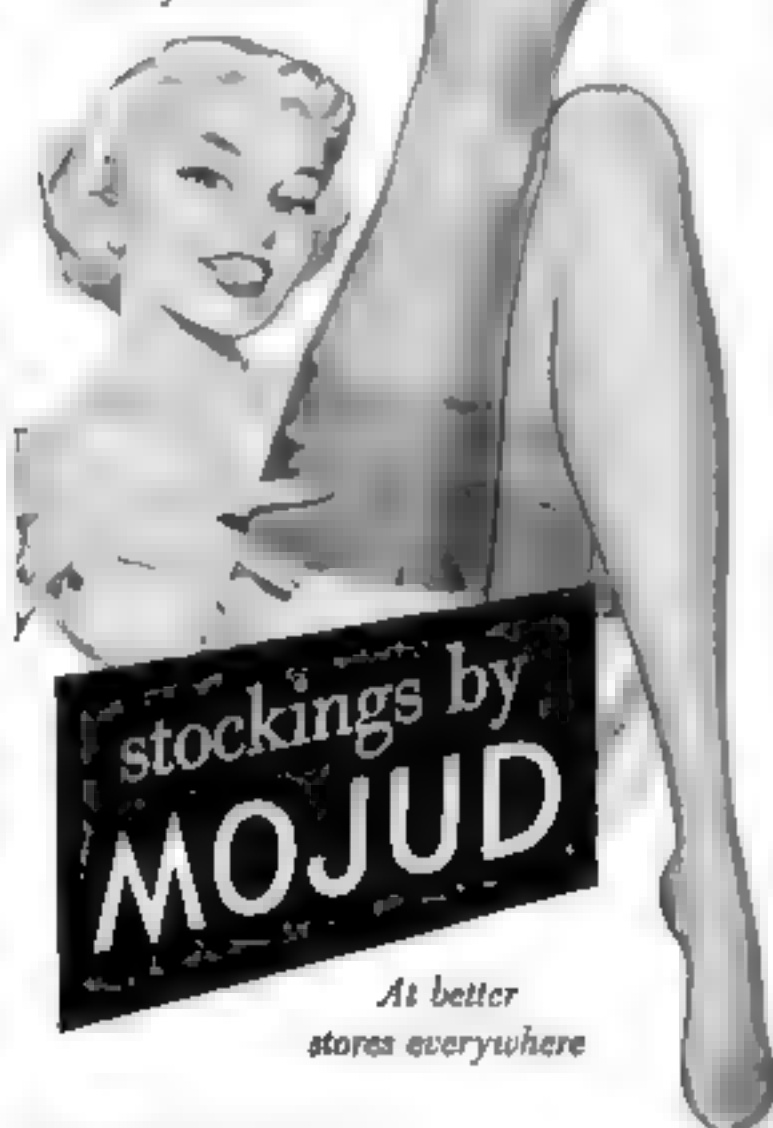
the tough, non-temperamental poplin they are made of can be dunked in soap and water as unceremoniously as a mechanic's overalls. Designed by Sacony (remarkably versatile maker of suits, dresses, foundation garments and children's wear) these separates are priced so modestly that whole outfits can be assembled for under ten dollars. Each piece comes in *ten colors*. For store names, write Sacony, Department P, College Point, N. Y.

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**MURINE**  
for your eyes



## LETTERS TO THE EDITORS

already, as we have all learned since your article, "Senate Probers Pick Toothpick Collector" (LIFE, April 12). But I'm afraid that, using your pictures as evidence, I'll have to refute his claim to having the largest collection of gold toothpicks in the world. My own toothpick collection (before) includes 44 gold ones, not counting two that were stolen. But I was delighted in any case to learn that there are other tooth-cleaner collectors besides myself.

FRANCIS M. BLAUSTON, D.D.S.  
White Plains, N.Y.



MORE TOOTHPICKS

### PRESIDENT'S FAITH (CONT'D)

Re Mr. Lester K. Frost's criticism of President Eisenhower's mixing religion and government (Letters to the Editors, LIFE, April 12): when the Constitutional Convention had come to an impasse, Benjamin Franklin addressed George Washington: "Saul, Franklin, 'How has it happened, sir, that we have not hitherto once thought of humbly applying to the Father of Lights to illuminate our understandings?' In the beginning of the contest with Britain, when we were sensible of danger, we had daily prayer in this room for the divine protection. I have lived, sir, a long time; and the longer I live, the more convincing proofs I see of this truth, that God governs in the affairs of men. . . . I therefore beg leave to move that henceforth prayers . . . be held in this assembly every morning before we proceed to business. . . ."

LLOYD YOUNG  
Ames, Iowa

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## How we retired in 15 years with \$250 a month

Just fifteen years ago I made up my mind that I'd retire. I wasn't making a lot of money, but I figured you can do almost anything if you really set your heart on it. Thanks to that step in 1939, I'm picking oranges in my own Florida backyard today. With an income of \$250 a month, guaranteed for life, plus Social Security benefits we'll be getting soon, Helen and I are living.

Back in '39, things weren't going so well at the office. Like most everyone else, we had salary cuts. But one friend of mine—Jim Morse—was hardly bothered at all. "I'm going to retire anyway," he said. "I'll be selling the house and packing up for Florida." How he could afford it I couldn't figure, because he never made more than a comfortable living.

"The answer is simple," said Jim, "a fellow's got to look ahead. He's got to realize he won't always be forty. He won't always be able to keep plugging at the same old job. He shouldn't have to either. With his family grown, he can live well on a lot less."

"Yes, but how can you plan today?" I asked.

"There'll always be business ups and downs," said Jim, "but there's an up-to-date way to insure yourself an income you can retire on no matter what happens."

It's called the Phoenix Mutual Retirement Income Plan. I started mine fifteen years ago and never felt happier! Now, pretty soon, I'll be getting my first check and retiring."

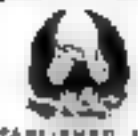
He told me that Phoenix Mutual had a booklet explaining all about its retirement income plans. So I dropped them a card. When I read the booklet, I knew *this was for me!* Not long after, I qualified for a Phoenix Mutual Plan of my own.

Since then, I've seen a lot of changes. The war came. Boom times, too. But I've always looked forward to what Helen and I are doing today—living our own life with a monthly check for \$250 and no clock to punch. You just can't believe how fast fifteen years go—when there's a care-free future ahead.

### Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 to \$250 a month or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs.

Don't put it off. Send for your copy now.



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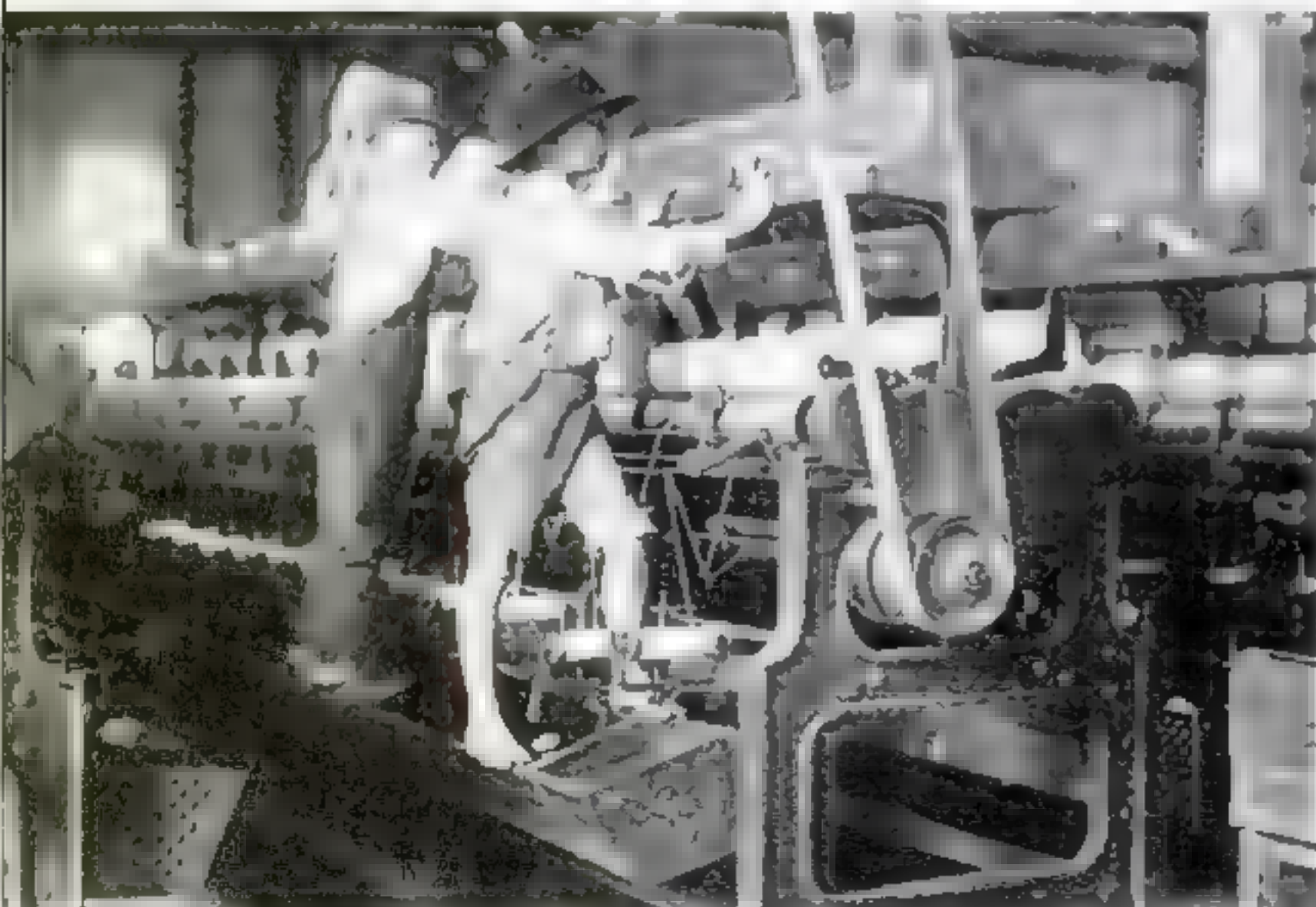


1911 CANNERY HIRED GIRL, 8, FOR 12-HOUR DAY

## SPEAKING OF PICTURES . . .

**Shocking scenes recall vanished evils on a child-labor reform anniversary**

Just 50 years ago this month a group of citizens, alarmed by mounting abuses of child labor, formed the National Child Labor Committee to be "a great moral force for the protection of children." Of all their efforts in the next two decades, nothing did more to prod the public conscience than the shocking pictures taken by the late Lewis W. Hine, one of the early greats of U.S. documentary photography. The committee's official photographer, Hine toured the U.S. recording children as young as 6 working in factories and canneries. The wide publication of his pictures helped pave the way toward reform legislation in every state. Today the U.S. faces new problems in the teaching of vocations to children still in school (*p. 114*), but Hine's pictures are a vivid reminder of how much progress has already been made.



IN 1909 A COTTON MILL EMPLOYED BOYS, 7 TO 10, TO TEND MACHINERY



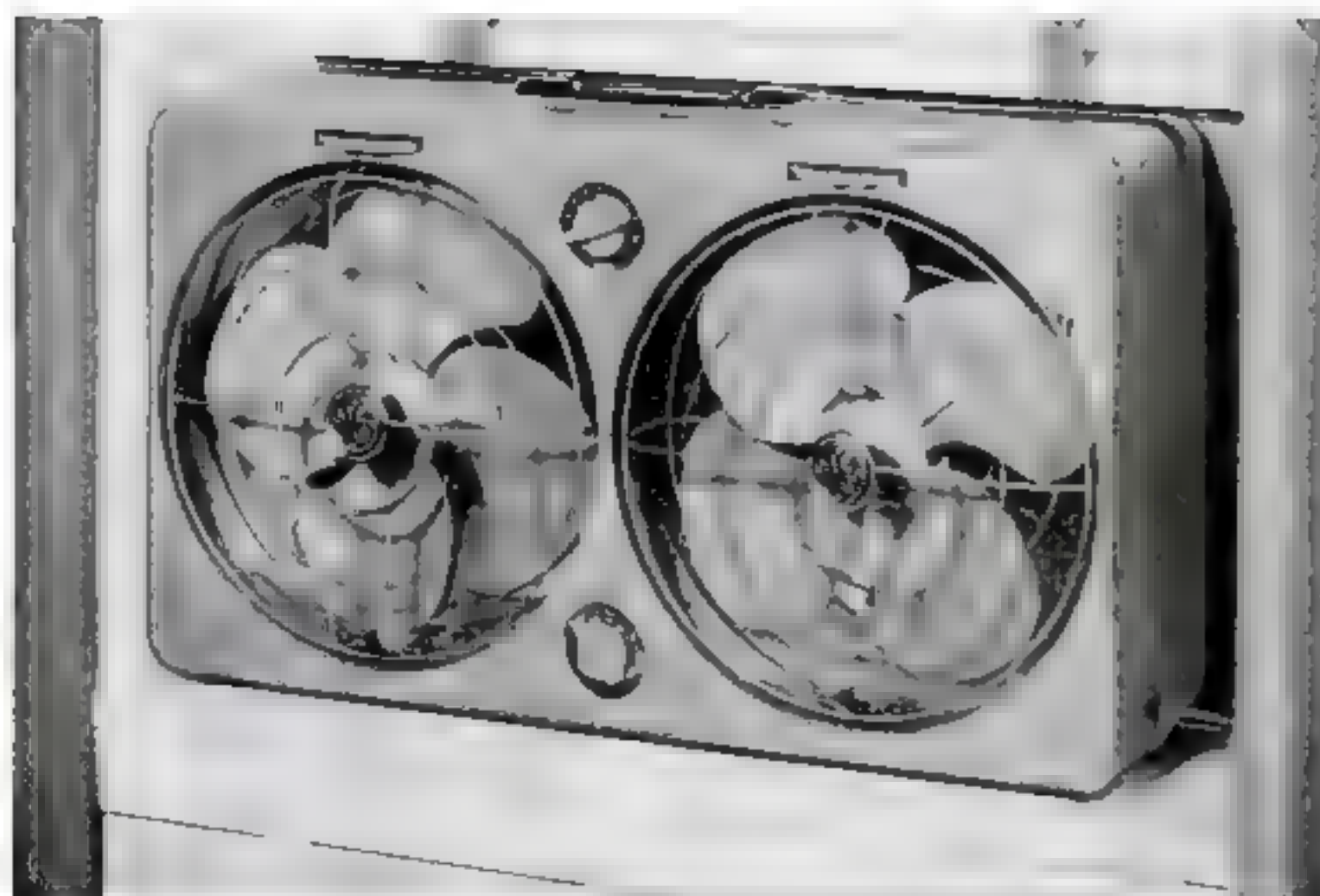
IN 1911 BOYS WORKING FOR COAL MINE POSED FOR HINE AT NOON HOUR.



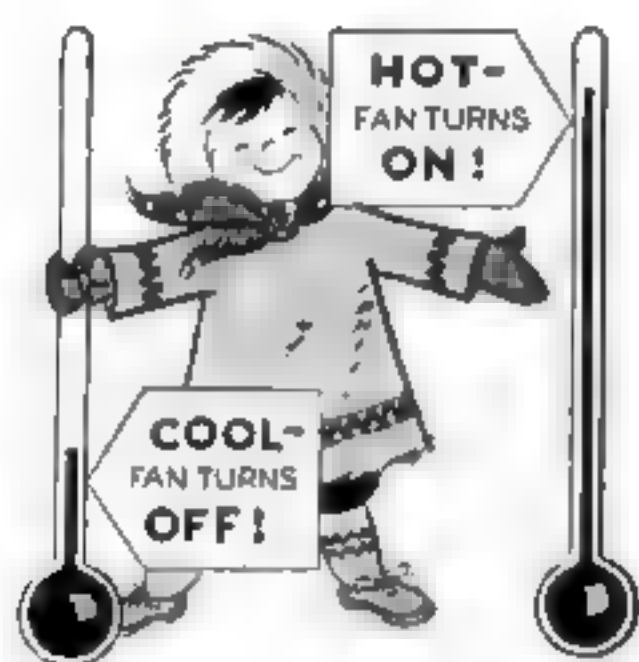


EMPLOYED TO SEPARATE BITS OF STONE FROM THE COAL, THEY GOT JOBS BY CLAIMING THEY WERE 14, ACTUALLY, NONE OF THEM WAS MORE THAN 12





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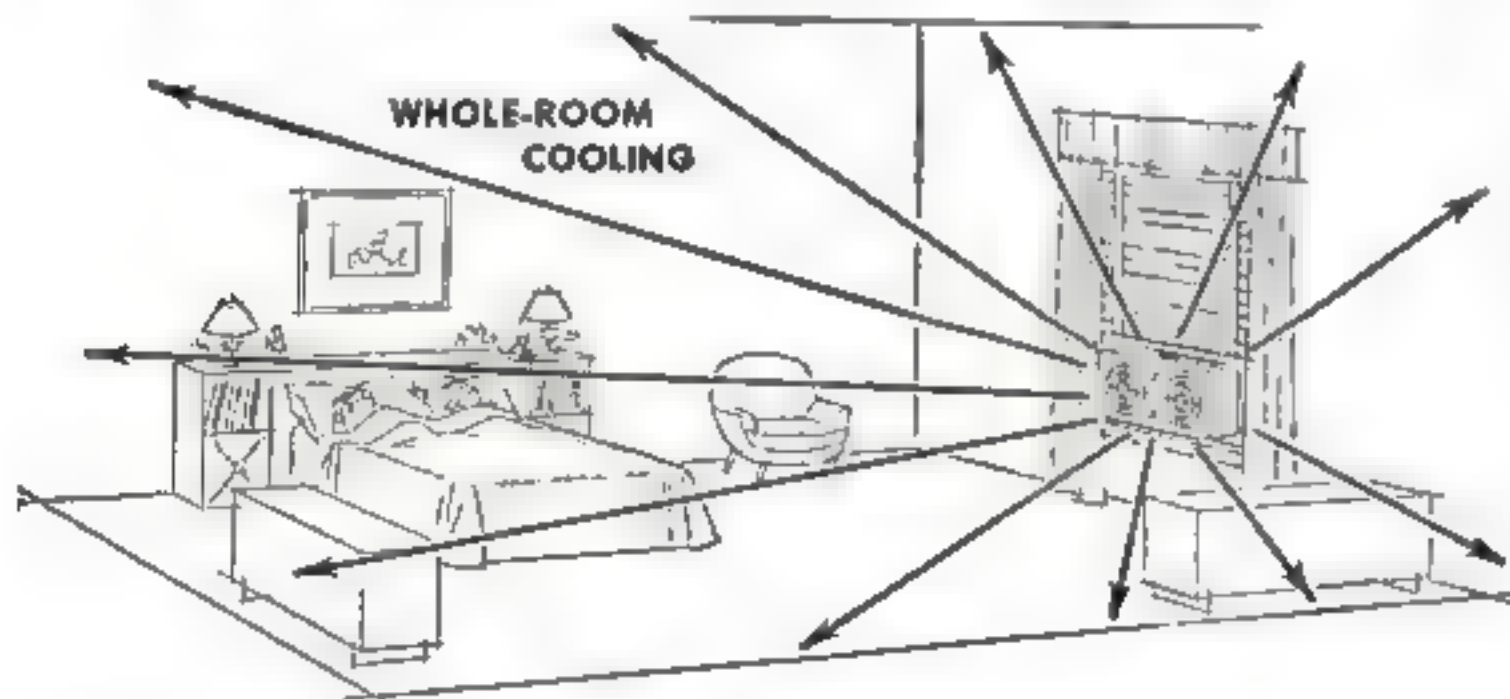
### Cools whole room!

Both fans can be reversed, together or individually. Blow stuffy air out—draw cool air in. Can actually lower the temperature of an entire room! It's the truly low-cost way to keep comfortable. And

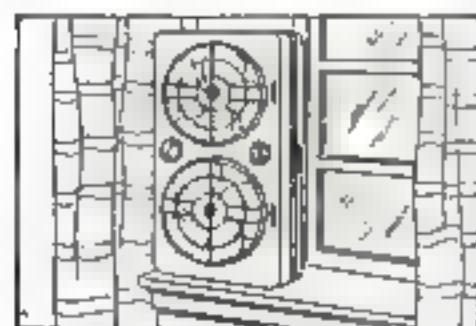
remember, no installation fees, either.

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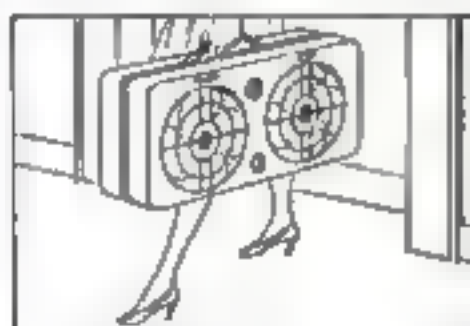
\*Manufacturer's recommended retail or Fair Trade price. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



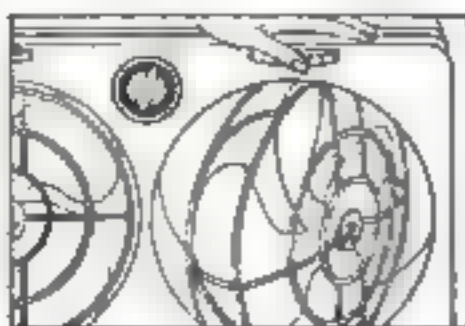
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nothing like it since the 13th century when Baptiste of Cambrai loomed this finest of lawn fabrics. In white, blue, tan, bamboo—Royal Batiste is attached only to a *Manhattan* Golden Needle\* label. Royal Batiste shirts and sport-shirts, long sleeves \$10.00, half sleeves \$8.95. Pajamas \$18.95, Brief Pajamas \$12.95, Undershorts \$3.50. Silk Shantung Ties \$2.50.

\*DuPont trade mark for polyester fiber

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ROYAL BATISTE

Fabric By  
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## *They turned a vast fantasy into a fabulous fact...*

THEY were such friends that the only thing they ever disagreed on was whether dog meat was good to eat if you were hungry enough. Except for that, Meriwether Lewis and William Clark fitted together as close as a bullet in a gun-bore. And they've been that way in the history books ever since.

Ever since 150 years ago this month, in fact. For it was May, 1804, when Lewis and Clark started up the wide Missouri on one of the great expeditions of all time. It wasn't just that they traveled 8,000 miles to the coast and back . . . or that no one had ever done it before . . . or that the country was as mean and tough as a grizzly's temper. No, it was bigger than that.

President Tom Jefferson had just bought a piece of land called "Louisiana." Even smart Mr. Jefferson didn't know how big it was, what it was like, or even for sure *where* some of it was. Not a man alive could answer the questions he had about it. So he changed his questions into orders. "You will proceed . . . You will find out . . . You will report . . ." Two thousand words, and he didn't miss a thing.

He handed those orders to Meriwether Lewis, age 29, and William Clark, age 33. And the answers they brought back to Mr. Jefferson's questions after two years and four months in the wilderness

filled *seven printed volumes!* The maps they made were unbelievably accurate. Their data on plants and trees opened a whole new field to botanists. Their fund of information on Indian tribes is important to anthropologists even today. Their mixture of cool courage and thoughtful decency in dealing with the Tribes was some of the most expert diplomacy we've ever had. And by reaching the Columbia and following it to the sea, they clinched completely our later claim to all the rich Northwest.

But their greatest achievement of all was what they did to American *minds*. Until these young friends went out there, and came back to tell of it, the West was only a vast, mysterious fantasy. They turned it into a *fabulous fact*. And from that moment on, Americans poured by the tens of thousands onto the fresh, new land.

So mark their names well, this month of May, 150 years later. Put them high on your list of the great Americans. But be sure to write their names down the way they'd like it . . . side by side . . . Lewis and Clark.

*John Hancock*

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CAMERAS PICK UP TV STAR HANK WALKER AS HE ADDRESSES SENATE COMMITTEE, REMOVES QUESTIONABLE FILM, HANDS IT OVER. ARROW POINTS TO FILM

## 'IT SHOULD NOT APPEAR IN LIFE MAGAZINE...'

News photography, with the added impetus recently of spot-news TV, has come from the sidelines to the spotlight. No longer need the photographer covering a congressional hearing necessarily wait outside, lucky to get two senators shaking hands when it is all over. Today he is not only inside for the whole shebang, as in the current McCarthy investigation (pp. 32, 33), but senators may even write him plaintive messages, like the one the junior senator from Wisconsin himself sent last week saying, "Could I have time off from cameras for 10 seconds to use handkerchief?"

We still prefer to be more or less anonymous recorders of the passing scene, but in the show business atmosphere of the current hearings it isn't surprising to find a photographer as an actor. LIFE's Hank Walker, for example, was seen by 20 million viewers in a dramatic little cameo last week entitled "The Frustrated Scoop."

It started when Walker photographed a document held up by a witness. McCarthy objected and in the discussion Walker

had the undisputed center of the stage. Not to be upstaged, performer McCarthy threw in the curtain line: "Let me make it clear I am not accusing this young man of any improper conduct. He is a very ambitious photographer and is entitled to take a picture of that kind. I think he did what many young men would like to do to get a scoop on that document. I merely felt it should not appear in LIFE magazine."

LIFE thinks even more highly of Photographer Walker than does Senator McCarthy and is glad to report that he is considered to be responsible as well as ambitious. After ruling that the document should not be published because it had not yet been introduced as evidence, Chairman Mundt indicated that Walker could be trusted to do the proper thing by saying, "If I can have the assurance that it [the picture] will be destroyed it will be all right."

But at this point obliging Actor-Photographer Walker ended the contretemps, amid thunderous applause, by rolling the offending film across the table to the committee chairman.

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14—COURTESY THE AMERICAN MUSEUM OF NATURAL HISTORY; BEITMANN ARCHIVE  
15—LEWIS W. HINE FOR NATIONAL CHILD LABOR COMMITTEE  
22—CBS-TV NEWSFILM 2; NBC NEWS (3)  
23—AUSTRALIAN CONSOLIDATED PRESS  
24—LONDON DAILY EXPRESS; AUSTRALIAN CONSOLIDATED PRESS—COURTESY B.O.A.C.; AUSTRALIAN CONSOLIDATED PRESS  
27—AUSTRALIAN CONSOLIDATED PRESS; NBC NEWS—SYDNEY MORNING HERALD  
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# LIFE

Vol. 32, No. 19

May 3, 1954



IN THE IRON GRIP OF SOVIET COURIER VALERY KARPINSKY (LEFT) AND AN EMBASSY CHAUFFEUR, MRS. PETROV IS HUSTLED TO WAITING PLANE IN SYDNEY

THE STORY WHICH LED TO RUSSIA'S BREAK WITH AUSTRALIA:

## A SPY THRILLER OUTDOES FICTION

The scene at the Sydney airport at 9:30 p.m. on April 19 could not have been better set by the producer of a spy thriller. Mrs. Evdokia Petrov, wife of a defected Russian spy, stood in the clutches of two hard-eyed, strong-armed Soviet escorts. Her own eyes were closed to hold back tears and her lips were twisted to stifle a cry she did not dare utter. Anguished and confused, she was hustled aboard a plane en route to the U.S.S.R.

But the climax to the episode, of which this scene was a part, went beyond any fictional thriller. Enraged by the actions of the Australians towards Mrs. Petrov and her husband, the Soviet Union last week took the grave step of severing diplomatic relations with Australia.

The chain of events in the Petrov story began on April 3 with the disappearance of Mrs. Petrov's husband Vladimir, whose nominal job of third secretary in the Soviet embassy was just a cloak for espionage work in Australia. Ten days later Prime Minister Robert Menzies revealed that Petrov had requested and received asylum. To the MVD, the Soviet secret police, this was more than a local shock, for he was their third agent known to have defected this year. In Japan last January, Agent Yuri Rastvorov gave himself up, and last week U.S. officials in Germany revealed that MVD Agent Khokhlov had asked asylum too (p. 52).

But Petrov, unlike the others, took with him enough documents to blow the Red spy system

in Australia sky high. At first the Russians cried "kidnaping" and denied any documents were missing. Mrs. Petrov, surrounded by embassy officials, dutifully echoed the kidnapping charge to the press. Then the embassy demanded Petrov's return, claiming he had embezzled embassy funds. When this move failed, Russia recalled its ambassador and told the Australian envoy in Moscow to go home.

Even before they had prepared to withdraw their entire diplomatic staff from Australia, the Russians decided they had better get Mrs. Petrov, a cipher clerk in the embassy, back to Russia, and quickly too. That started the adventure which culminated in the exclusive picture and eyewitness report on pages 24 and 29.





**PETROV AND BOSS**, Ambassador Generalov (seated), posed together last fall. Petrov is behind.

## A PREMIER'S MESSAGE, LADIES' ROOM TALK

A crowd of more than a thousand angry Australians and Iron Curtain refugees was at the airport as Mrs. Petrov was half dragged, half carried into the plane. They shook their fists and clawed at her guards. Sobbing, Mrs. Petrov took her place in seat No. 14 beside Second Secretary F. V. Kisitsin of the Soviet embassy in Canberra. Behind them sat two armed couriers, Valery Karpinsky and Fedor Zharkov.

A few minutes out of Sydney on the eight-hour leg to Darwin, Plane Captain John Davys received a radio message from Prime Minister Menzies in Canberra: "Ask Mrs. Petrov whether she wants asylum." He discussed it with Stewardess Joyce Bull. The problem was to get Mrs. Petrov away from her burly watchdogs.

Then, while Kisitsin and Karpinsky were conversing excitedly, Mrs. Petrov, who had lost one shoe in the melee at the airport, padded back to the ladies' room in her stocking feet. Stewardess Bull followed her in and asked if there was anything she could do. "I want my husband," cried Mrs. Petrov, dabbing at her eyes with the curtain. Asked if she really wanted to go back to Russia, Mrs. Petrov tearfully admitted that she did not but was afraid to say so. "It is impossible," she moaned. "They have guns." Stewardess Bull lent Mrs. Petrov a pair of her own shoes and she went back to her seat.

The plane droned on steadily through the night. Mrs. Petrov alternately cried, wiped her eyes and drank numerous cups of coffee. Toward the end of the flight she became arctic.



**MINUS A SHOE**, lost in scuffle with the airport crowd, Mrs. Petrov moans and clutches her skirt.



**PLANE'S HOSTESS** Joyce Bull, here checking stores, made the first real contact with Mrs. Petrov.



**A BELLIGERENT SEND-OFF** is given Mrs. Petrov's plane by the irate spectators who swarmed up

against the airport barriers—gestured furiously and kept chanting, "Don't let her go—don't let her go!"





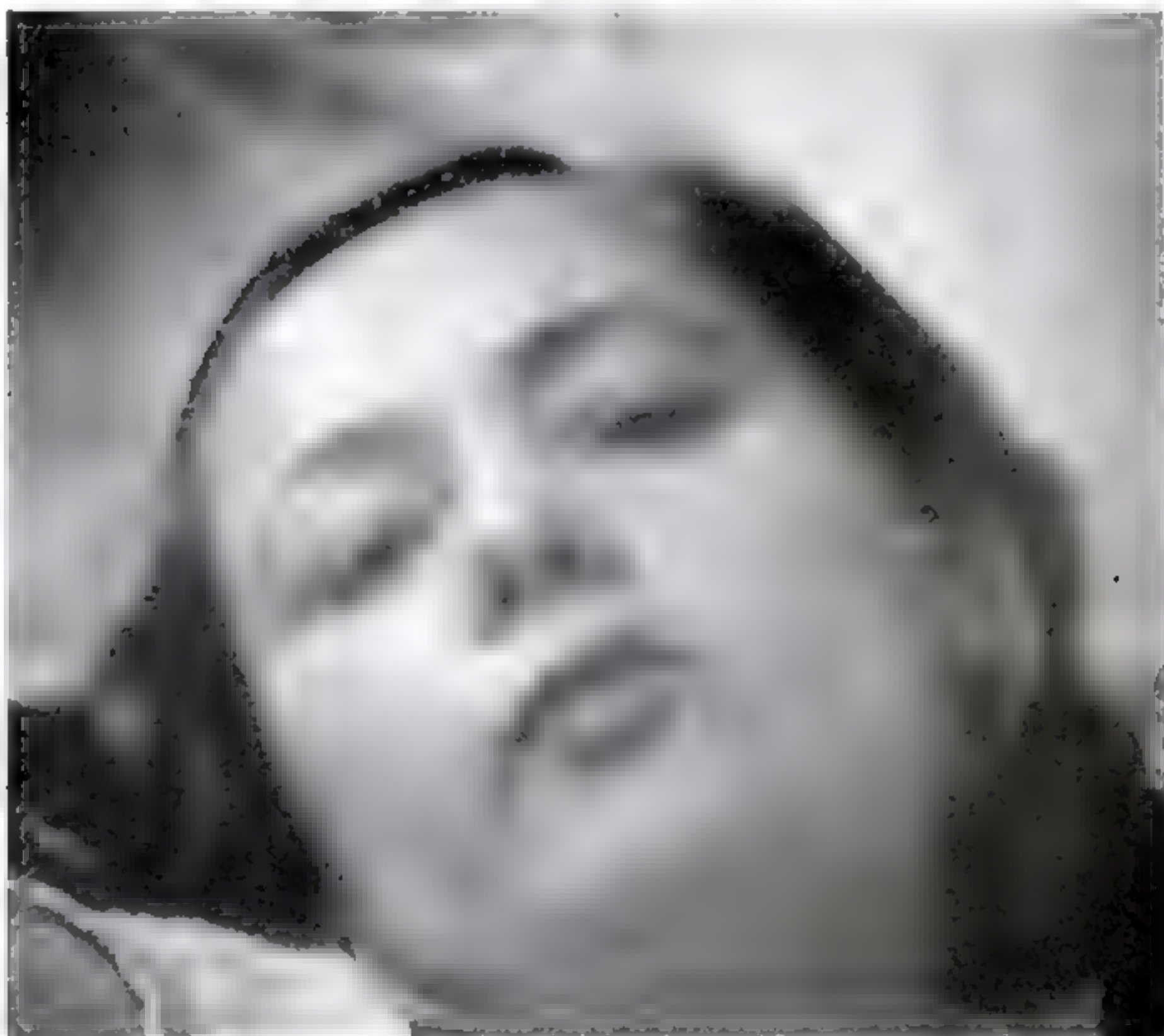
**ON THE GANGWAY** spectators press in on guards and BOAC crew members as they clear way for Mrs. Petrov. One hand reaches in and almost rips her coat.



**RESTRAINING ARMS** reach up in futile attempt to pull Mrs. Petrov's three Soviet escorts away from her as she nears the top of ramp and enters the plane.



**IN PLANE** after take-off Mrs. Petrov sobs pathetically. Photo was taken by pressman who made trip.



**NEAR END OF FLIGHT** Mrs. Petrov lay back, worn out and sick. She did not know at this point

whether her husband was alive and what her own fate would be when she got home to Soviet Union.





**FIRST OFFER OF ASYLUM** to Mrs. Petrov is made by Reginald Leydin at Darwin airport. Still too dazed to decide, she asked, "Where is my husband?"



**SULKING**, Karpinsky reaches for his credentials to show the police.



**COMPLAINING**, Kislitsin (left) tells Leydin police violated his rights.

Spy Thriller CONTINUED

## THWARTED GUNPLAY, A FATEFUL QUESTION—AND THE ANSWER

*During the night Prime Minister Menzies instructed Reginald Leydin, senior civil servant in Australia's Northern Territory, to meet Mrs. Petrov in Darwin and offer her asylum. Douglas Lockwood, a reporter for the Melbourne Herald, cabled LIFE this eyewitness report of the story's dramatic climax:*

As the Constellation taxied to a stop, Leydin waited with Crown Law Officer Keith Edmunds, Police Superintendent Wilson Littlejohn and a dozen armed policemen (most Australian policemen do not normally carry guns). The four Russians were the last of the passengers to get off. As they did Leydin approached Mrs. Petrov, Karpinsky and Zharkov tried to intervene but Edmunds and the policemen got between them.

Then the trouble began. Zharkov struck at Edmunds with a briefcase but missed. The next moment he was gripped by policemen while others disarmed him. Karpinsky stuck a hand inside his coat, reaching for his shoulder holster. But Gregory Ryall, a 6-foot 1-inch, 225-pound ex-soldier who is what Darwin calls "a good country cop," stepped behind Karpinsky, locked his hands under the Russian's throat and yanked his chin back (*opposite page*). Karpinsky dropped his hands down, grimaced as if he were hurt and was quickly relieved of his gun.

Leydin talked quietly with Mrs. Petrov, who speaks fairly fluent English, trying to establish whether she wanted asylum. She did not give a straight answer. She kept saying: "There are my mother, my father, my brothers, my sisters, still in Russia." Then she added, "Where is my husband? Is he here? Is he alive? Can I speak to him?"

Meanwhile Kislitsin was snarling at the newspaper reporters. "What is your freedom?" he screamed. "A lot of policemen with guns!" But when asked if it were usual for diplomats to carry guns, he growled, "I do not want to speak." He then protested to Leydin, who offered asylum to Kislitsin also. Kislitsin, obviously shocked, considered it a few minutes, then asked a strangely compromising question: "Could you make those arrangements here?" Leydin assured him: "Yes, proper arrangements can be made for your safety." But Kislitsin did not accept.

An hour went by. As Mrs. Petrov sat in an airport waiting room between Karpinsky and Zharkov, Leydin again asked if she wanted to stay. Again, she asked for her husband. A few minutes before the plane was due to take off for Singapore, Leydin got Vladimir Petrov on the telephone. Kislitsin objected to Mrs. Petrov's having a private conversation, so she took the call in a customs office.

She spoke in Russian while her three guards and police officers, newsmen and curious bystanders listened. After three minutes she said, "No, no, goodbye," banged down the receiver and walked toward Leydin who repeated, "Mrs. Petrov, do you wish to stay in Australia?" She shook her head and moaned, "My husband, my husband." Leydin said, "Well, then, Mrs. Petrov, I will leave you now. Goodbye and good luck." He began to move away but stopped, went back and touched her on the arm, saying, "Would you like to have a short conversation with me in the office?" A flash of hope appeared in her eyes. She said, "Yes, yes, a short conversation," and followed Leydin into a quarantine doctor's office.

She insisted the door be closed, and when Kislitsin tried to follow he was kept outside. Now, Leydin reported, "she seemed composed for the first time. She admitted she had spoken to her husband and knew he was cheerful and well. Then she said quite simply that she wished to remain in Australia herself. She requested a number of times that the door be kept closed. She was then taken to Government House. On the way she said, 'The guns would have been used.'"

The Russians were flabbergasted. Kislitsin shouted angrily, "Why don't you let me talk to her? She is being kidnaped! This a comedy and my embassy is going to hear about it!" Then Crown Officer Edmunds formally told him Mrs. Petrov had decided to accept political asylum. "I don't believe it!" he snapped.

At Government House, Mrs. Petrov sat on the veranda, breakfasted on two boiled eggs, toast and coffee, and occasionally sighed. Mrs. Leydin brought toilet articles to replace the ones Mrs. Petrov had lost. Asked if she wanted a bath, Mrs. Petrov replied, "I feel I want some air. I want to be in the open," and walked outside. There she responded quickly to Mrs. Leydin's friendliness and told her, "Your husband! As soon as I saw him I felt sympathy. He spoke so calmly to me. I had trust and confidence. Except for him. . . ." She did not finish the sentence.

That night Mrs. Petrov slept eight hours. The next day she breakfasted on papaws Mrs. Leydin brought from her garden and had a second unmonitored telephone conversation with Vladimir Petrov. After she hung up the phone she kept saying, "I love my husband. I love my husband."





THIS WAS THE FIRST TIME  
A GIRL HAD EVER BEEN  
STRUCK BY A LIGHTNING BOLT



# DULLES, GENEVA AND HISTORY

Explaining Secretary of State Dulles' "united action" visit to Paris, Premier Laniel told the French Chamber of Deputies, "The evolution of American opinion has caused American diplomacy to harden its attitude" toward Communist expansion in southeast Asia. Why does this description sound subtly wrong to an American ear? Because, if you think about the "evolution of American opinion" over the past few weeks, it did not harden Secretary Dulles' diplomacy; his diplomacy hardened American opinion. We, the public, are being led.

Two months ago no high official would have insisted that Indochina was an American military frontier. We were backing the French with money and hope, but they stood between us and our mutual enemy; there seemed neither a will nor a way to rescue the cause of freedom from their tired hands. The fearful predicted that the Geneva conference would be a "Far Eastern Munich" and Dulles was criticized for agreeing to it at all.

Geneva is still a dangerous conference and the French position in Indochina is still bad. But there is now at least a chance for the free world to survive Geneva with its solidarity and its frontiers unimpaired. The whole position has been changed by the active diplomacy of John Foster Dulles, abetted by the grim logic of events. In the course of two months' travels, speeches and conversations here is what he has done:

- 1) Made it seem U.S. policy to fight if necessary for the freedom of Indochina as well as of South Korea;
- 2) Laid the legal groundwork for a method of internationalizing the Indochina war if the French give up;
- 3) Forced Congressmen to look this commitment in the face, and won considerable bipartisan support for his bold course;
- 4) Got a French promise to fix a date to take a vote on EDC;
- 5) Strengthened the hand of Britain's more resolute leaders like Anthony Eden.

There are many loose ends in the pattern of this accomplishment, and French weakness may yet unravel it all. But the important question is not whether it is perfect in detail, but whether

the colors are fast. *Will* the U.S. go to war for Indochina? Or has Dulles been spinning an ingenious bluff?

In diplomacy, "Never point a gun unless you mean to shoot." If you mean to, you may not have to; and of course Dulles' whole policy is based on the hope that we won't. This hope can be reinforced by not waving the gun in the air at Geneva and by more precise definitions there of the contingencies under which it will be used. But meanwhile the American people, for whom Dulles speaks, must decide for themselves whether or not he is bluffing.

The Indochina debate in the Senate on April 6, led by young Jack Kennedy, was of a statesmanlike seriousness not often heard in that body. It disclosed much doubt of Indochina as a battlefield, mined as it is with the boobytraps of French colonialism. But it showed no isolationism or indifference to the great issues involved. It is our guess that Dulles speaks for American opinion; in short, that he is not bluffing.

The State Department recently made public some documents relating to U.S. foreign policy in 1936. That was the year Hitler seized the Rhineland, breaking two treaties and enormously consolidating his growing power. At the time, the documents now reveal, the French sent an urgent plea for a U.S. statement "condemning on moral grounds any unilateral repudiation of a treaty." Secretary of State Hull replied, "We do not feel that we could appropriately make any comment at this time."

What a change in 18 years! Perhaps democracies do learn from history. If Hitler's troops had met any resistance in the Rhineland, they would have had to withdraw. Each time the West refused to stop him, it became harder to stop him the next time, with what results we know. Each time the West has refused to stop the Soviets, their power has also grown. Dulles, by rallying Western resistance in Indochina, is trying to stop the Communist third of the world from becoming the Communist half of the world. He is doing it by assuming serious risks. But as he put it, "These risks are far less than would face us a few years from now if we dare not be resolute today."

## THOSE SCANDALS SHOULDN'T STOP FHA

The uproar in the Federal Housing Administration proves one thing beyond a doubt: Republicans still have a lot to learn from Democrats about political footwork. When the President fired the head of FHA, Guy Hollyday, he made a Republican appointee the goat for scandals of Democratic origin. Democrat Harry Byrd forthwith announced an investigation of the scandals. This feint at the headlines distracted Republican Homer Capehart into launching his own investigation, thus sidetracking his committee's real task, which is to report out a new housing bill, one of the best parts of the Eisenhower legislative program.

The Republican ineptitude seems all the worse when you consider the scandals that caused it. To the building industry they are old stuff. They are of two kinds. FHA partly guarantees small bank loans for home modernization. The banks make about two million such loans a year and the guarantee made them careless. This opened the door to a lot of swindlers who sell shoddy repair work and get their money before the homeowner discovers he got less than he still owes for. Not FHA, which has only six inspectors, but the banks were supposed to police these deals. Hollyday took action by forcing them to tighten up last October.

The other scandals all date from the housing shortage of 1946-50, when apartment-house builders could and did make big quick profits. Because of rent control, which denied them their normal profit incentives, the government deliberately encouraged these builders. They could borrow mortgage money, insured by FHA, on

the basis of the "estimated replacement cost" of the building instead of the actual cost; the builder was then privileged if he could make the actual cost much lower. Probably some of these quick-buck builders were also crooks and bribed a few FHA officials. That is why the Department of Justice investigation of FHA should be continued. But most of them were simply legitimate profiteers who had accepted the government's invitation to break the back of the apartment-house shortage—and who did break it.

An operation as huge as FHA needs plenty of steady scrutiny by Congress and the public. It also needs the repeated query, is a government housing program necessary at all? But in FHA's case the answer as of May 1954 must certainly be a resounding yes. It has reduced the formerly outrageous price of mortgage credit by spreading the risks over the nation and over the business cycle. It is hastening a great national objective: that every jobholder shall be able to own his home.

The Eisenhower housing program would remove certain existing discriminations in the FHA law and also liberalize it, making it easier to buy homes out of income. The home-building industry has already proved this a good bet. Notoriously impervious to the present recession, it promises an "ever-normal housing boom." But as housing is a cornerstone of the economy, so FHA is a cornerstone of housing. It deserves full public and congressional support. We urge Senator Capehart to forget Byrd and the headlines and get back to that legislation.



# CAROLINA DEPT. STORE



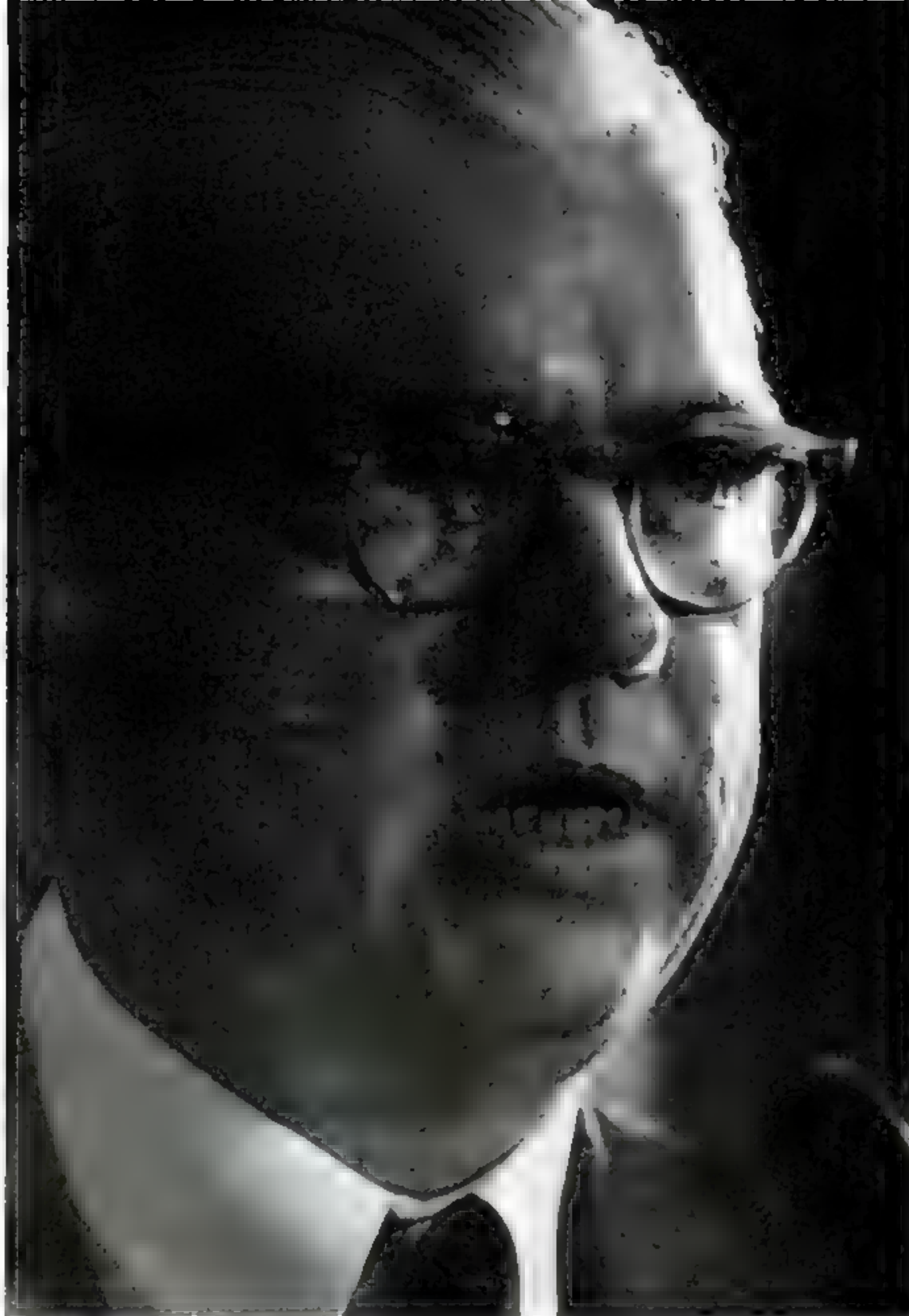
## RUNAWAY MOTORCYCLE SLAMS INTO A CAROLINA CROWD

For years the Strimers have been specializing in barn-raisings but hair-raising vehicular capers, enlivening parades with cars that rear up, gyrate menacingly or threaten to explode. Last week two Strimers, riding a gauzy-painted but otherwise ordinary motorcycle, produced some unscheduled excitement. Cruising through the town of Fairmont, N.C., in the annual Farm Festival Parade, they spotted the governor's reviewing stand, stopped their motorcycle and got off, leaving the machine idling. Engrossed in their own elaborate bows and gestures,

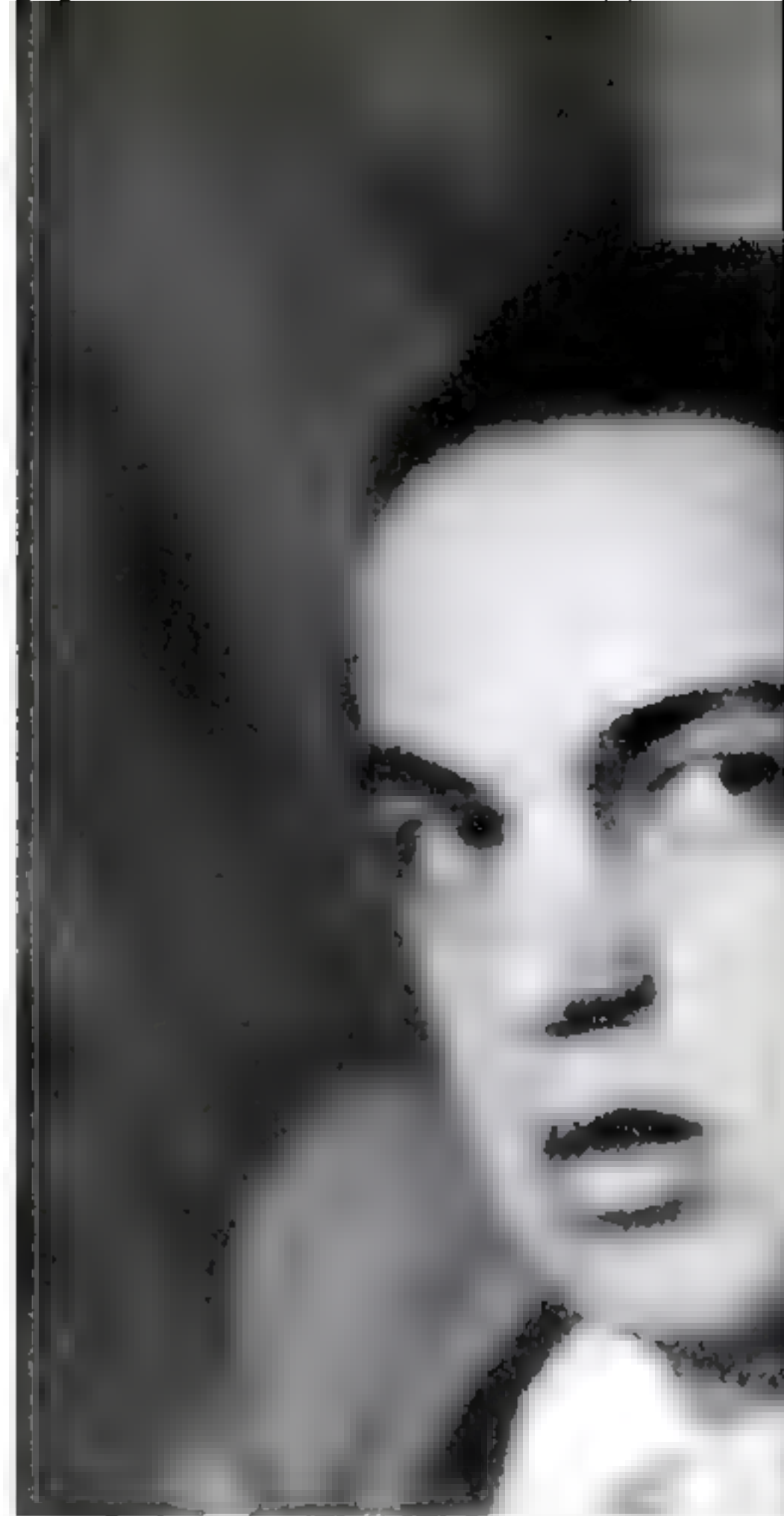
they did not notice their motorcycle start down the crowded street.

Picking up speed, the machine roared along for 50 feet, then struck a drain and headed abruptly toward the jammed spectators. It knocked a little boy flat (left of cycle) and tumbled women and children in all directions while the sidecar hoisted a boy and girl suddenly off their feet. As terrified onlookers pressed back against storefronts, the motorcycle stopped abruptly on the high curb. Five children and a woman were hurt, but miraculously the most serious injury was a compound fracture.





SECRETARY STEVENS, THE ARMY'S PRINCIPAL WITNESS, DENOUNCED McCARTHY'S ABUSE OF POWER



McCARTHY IS FLANKED BY SHADOWY COUNSEL,

## LEADING MEN FOR BIG SHOW

They take stage for a long run



THE COMMITTEE sat along a 26-foot-long table. Left to right are Senator Charles Potter (arms on

table), Senator Everett Dirksen, Counsel Ray Jenkins (speaking at microphone), Senator Karl Mundt,

Senator John McClellan, Senator Stuart Symington, Senator Henry Jackson, Francis P. Carr of sub-





ROY COHN, WHO LEANED TOWARD HIM CONSTANTLY TO WHISPER ADVICE



COUNSEL JENKINS DOMINATED HEARINGS, EVEN DROWNED OUT McCARTHY

In place of its regular daytime TV programs, the U.S. public last week was given a political dramatic show: the hearings of the Senate's Permanent Investigations Subcommittee in the dispute between Senator McCarthy and the Army. The stage was the big, smoke-logged Senate caucus room, jammed to its marble walls with senators, witnesses, 180 newsmen and some 300 spectators. The issue was whether McCarthy and members of his staff had

brought improper pressure on the Army to obtain preferential treatment for G. David Schine, ex-committee aide who is now an Army private.

What TV audiences got out of the first few hearings was an introduction to the main characters: Ray Jenkins, jut-jawed subcommittee counsel with a small-town lawyer's jargon; Robert Stevens, mild-looking Secretary of the Army who gave a sensible, measured presentation of his case; Senator McCarthy, who was

off the subcommittee for the duration but by raising "points of order" stayed right on-stage center during the early hearings. What with squabbles over points of order and long wranglings over relevance of evidence—mostly McCarthy's doing—the hearings moved slowly at first. Fearing a long-drawn-out affair, the television industry counted possible costs at \$10.5 million, including lost advertising, and began cutting down on the live daytime broadcasts.



committee staff. Senator Joseph McCarthy. Senator Henry Dworak, who sits to left of Senator Potter,

was absent when this picture was taken. TV cameras behind senators point across table at witness stand



CENTER OF CONTROVERSY, PRIVATE SCHINE, BUYS N.Y.-WASHINGTON AIR TICKET →





**THE THREATENING STORM**  
rises above a farm near Hartman,  
Colo. Once range land, it has almost  
ruined by wheat. Disturbed cor-  
ral and pump are and - timstones.

## DUSTY PLAGUE UPON THE LAND

Brown storms over the Southwest are the result of high profits in wheat

Photographed for LIFE by MARGARET BOURKE-WHITE





The heavy, lethal powder spread in a brown mist across the prairie horizon. Across Colorado, Kansas, Oklahoma, Texas and New Mexico the choking swirls of loosened topsoil chewed their way across the plains, destroying or damaging 16 million acres of land. Man fought back with such techniques as chiseling (as on the land above) and using a plow six inches into the soil to turn up clots of dirt which might help hold the precious land from the vicious winds. Against the dusty tide these tactics came too little and too late. Two decades after the nation's worst drought year in history, 1931, the southern plains were again officially labeled by the U.S. government with two familiar words—"Dust Bowl."

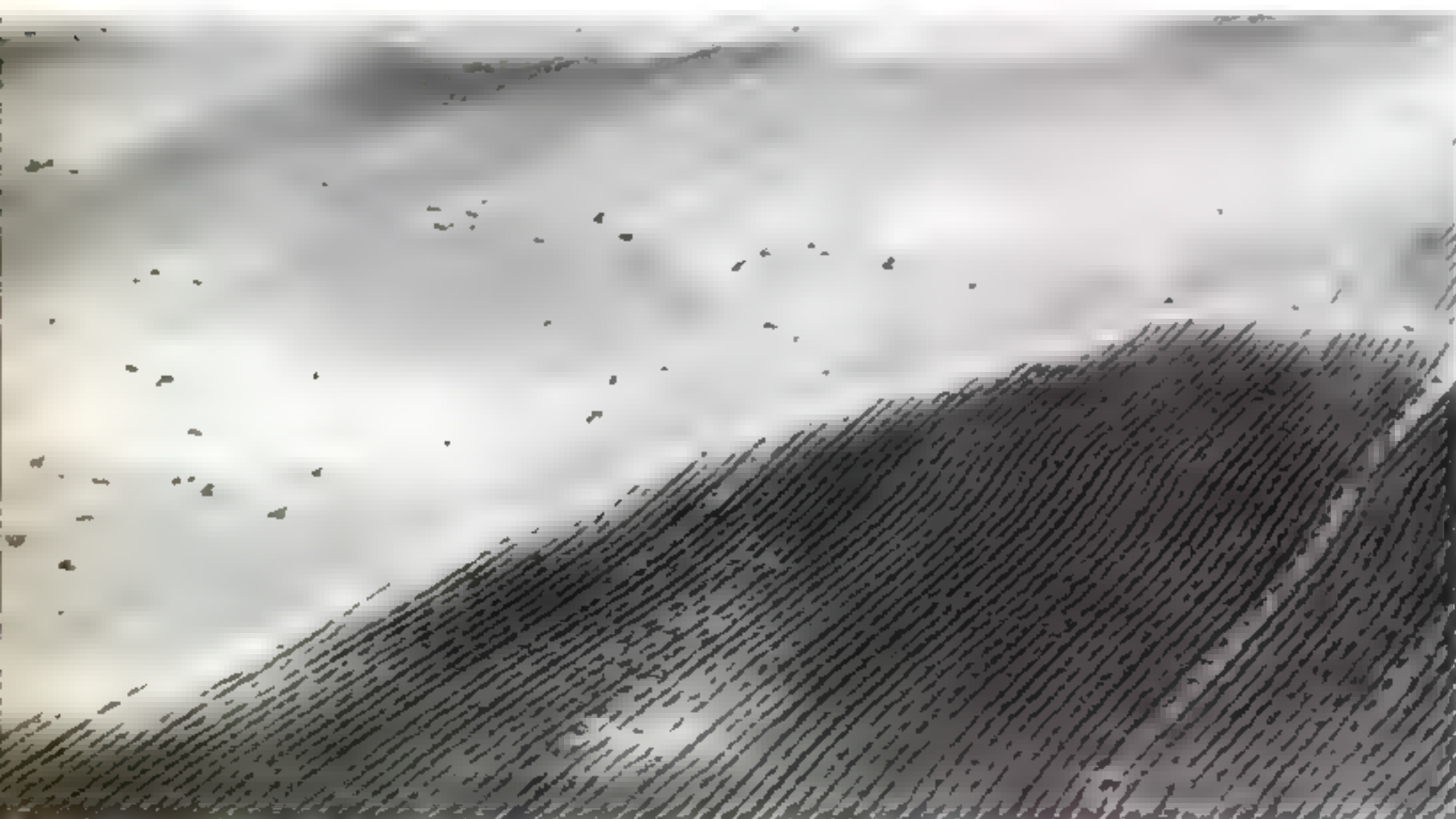
In average affected and crop damage, the dust bowl of the 1950s has already equaled that of the 1930s and may surpass it. The causes were the same, drought and misuse of marginal lands. The land lay blistered under a three-year drought. High wheat prices had driven farmers to plant in wheat, year after year, on land which should have been left in pasture to anchor the earth. Fantastically the government actually encouraged this, for the farmer knew that even if he lost his crop he could make his money back on government crop insurance. But no crop insurance could save the broken plains where the scenes of ravage—photographed here in southeastern Colorado—seemed like a nightmarish sequel to the '30s.





**HUNGRY CATTLE**, their rangeland covered by dust, get feed from a truck on a ranch near Lamar,

Colo. Dust storms have reduced cattle raising by half, doubled the cost of feeding remaining herds.



**ANTIDUST MEASURE** of furrowing land, taken by a conservation-minded farmer in Baca County,

goes to naught when neighbor's unfurrowed land blows across his farm, killing crop of winter wheat.



**HUDDLING TABLEAU** AGAINST THE RISING DUST,

**WILD DUCKS** CHOKED TO DEATH ON THE DUST







COLORADANS ART BLOODING AND HIS FAMILY INSPECT THEIR NEWLY BOUGHT FARM IN 50-MILE WIND

MAKE A GRAVEYARD OF WHAT WAS AT ONE TIME A WATERING STOP ON THEIR SPRING MIGRATIONS

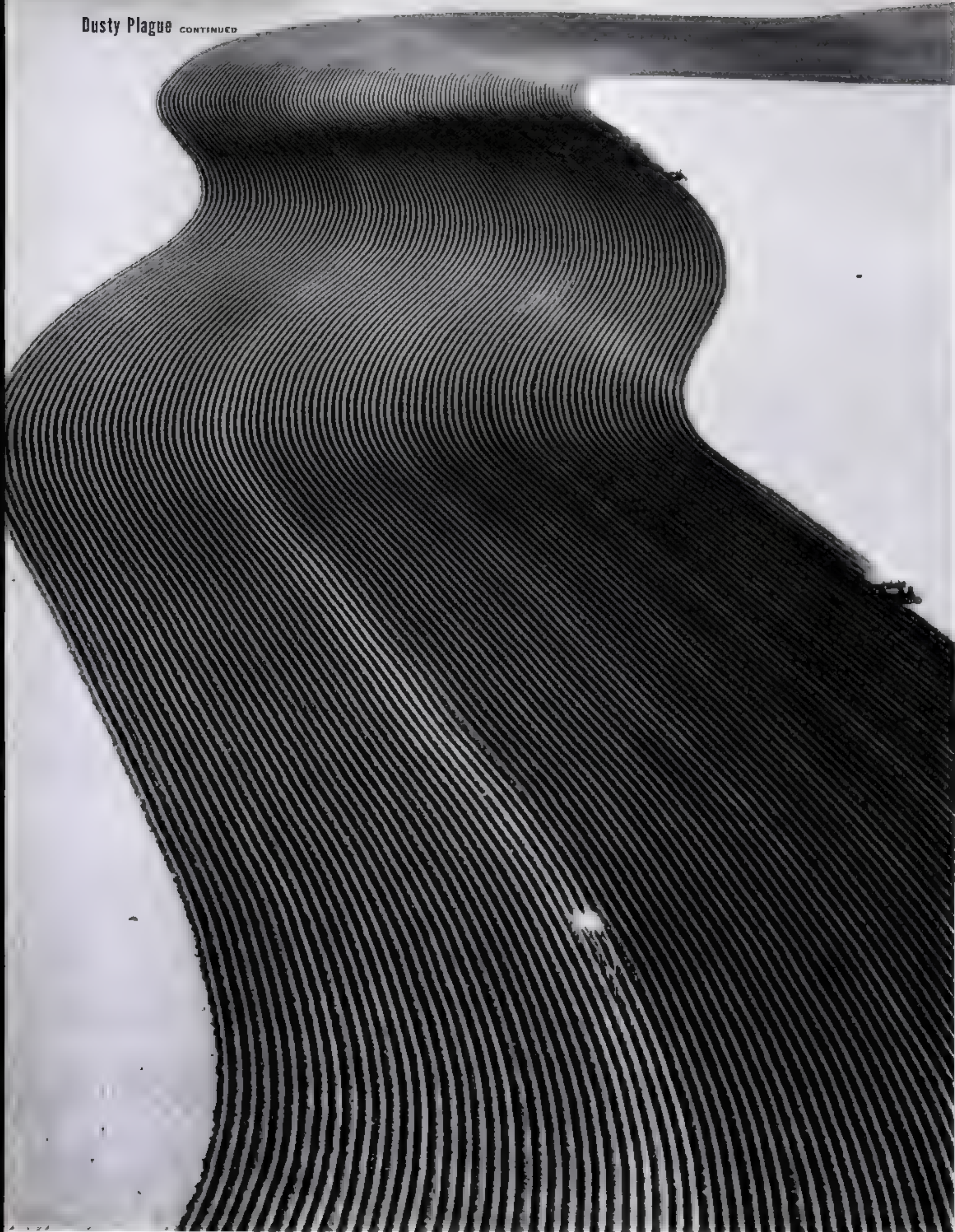


IRRIGATION DITCH near Arvada is elevated and will be 20 ft. deep by 6 ft. wide



FELLED BROOMCORN, dust and wind victim in Arvada, once "Broom-corn Capital of U.S."





**PROTECTIVE PATTERN** is spread across a farm near Walsh, Colo. by farmer using two tractors (upper right). Two antidust measures are being given land

"listing" which is plowing trenchlike furrows to counteract the wind, and "contouring," which is plowing furrows at right angles to slopes to hold any rain.





Flavor-of-the-month for May

Meadow Gold

**LEMON MIST ICE CREAM**

Delightful lemon ice cream with  
melt-in-your-mouth flakes of  
lemon candy all through it!



**FREE! 4 bridal-party favors with the  
shield from a half-gallon of Meadow Gold Ice Cream**



Planning a luncheon or shower for the bride-to-be? Here are two bright ideas. Serve refreshing Lemon Mist Ice Cream... smooth-frozen the special Meadow Gold way. And add a festive touch to your table with these gay, punch-out name cards. Created by Mary Blair, famous designer of children's books. Yours free—in a set of four—including a bride, maid-of-honor and two bridesmaids. Just send in the shield from any half-gallon package of Meadow Gold Ice Cream for each set of favors you want. Write Beatrice Foods Co., 120 South La Salle Street, Dept. L-54, Chicago 3, Illinois.

**Meadow Gold is mighty good!**





STRAIGHT DRINK OR MIXED...

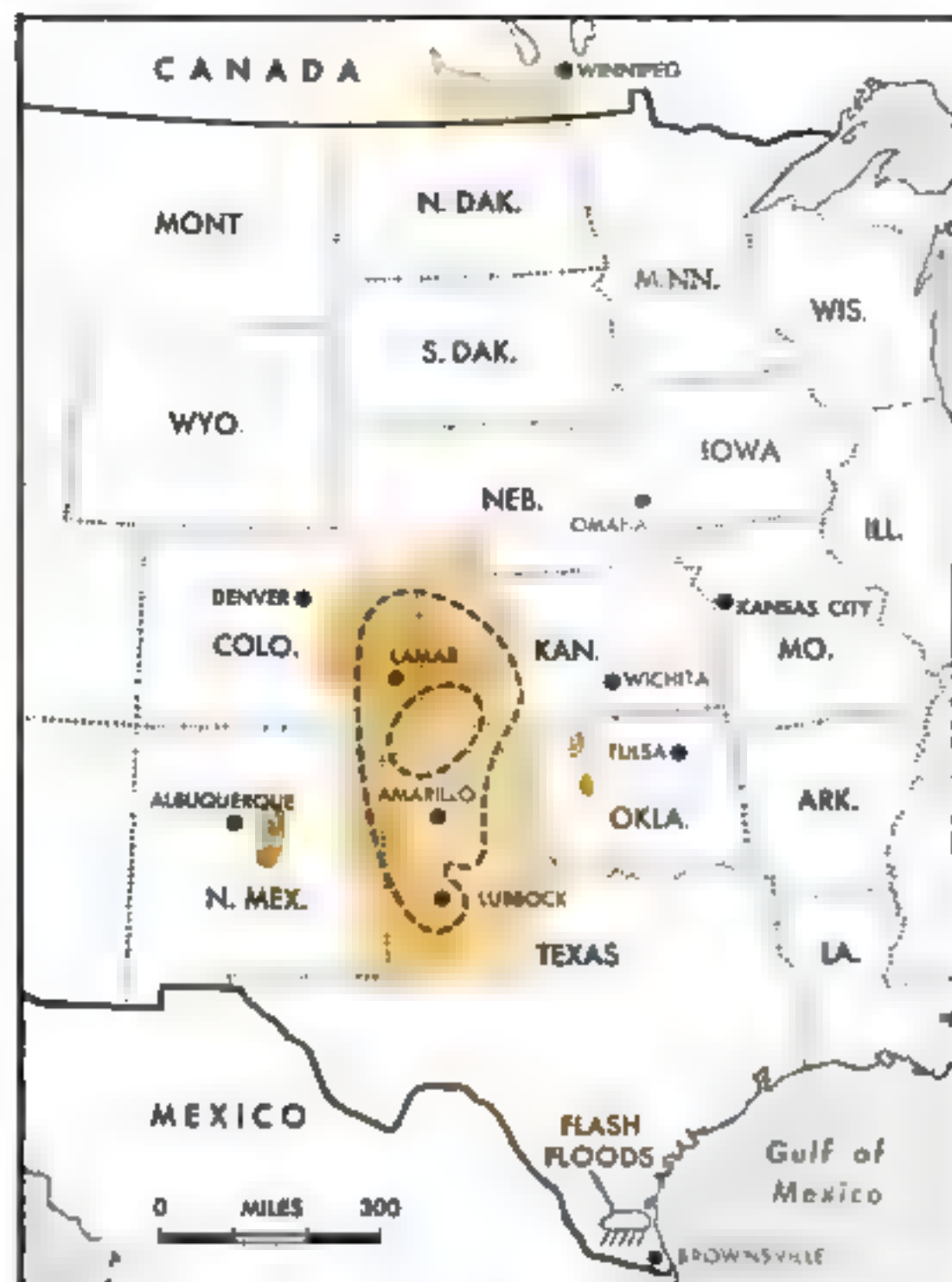
MEN WHO KNOW WHISKEY ARE NOW SAYING

**"FOUR ROSES"**

... *because* the Four Roses being bottled today is the finest Four Roses ever. And—in our opinion—that makes it the finest whiskey you've ever enjoyed.

FRANKFORT DISTILLERS CORP., N. Y. C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS





**DUST BOWLS** of 1930s and 1950s are shown on map. Lighter color marks current dust bowl, darker the severely hit sections. Broken line encloses bowl of 1930s. Worst-hit area is in center.

## DUST SPREADS, FARMERS FIGHT

Between the dust bowls of the '50s and the '30s there was one shining difference. This time the farmer was better able financially to handle it. He did not flee the land, as the "Okies" had to. He stayed and fought it, directly as shown on the preceding pages, and legally by such measures as Colorado's new "Blow Land" law which forced a farmer to take antidust steps or have the state do it at his expense. But these were at best temporary measures. In some areas the farmer was paying attention to the need for long-range antidust planning. In Prowers County, Colo., farmers of all political hues rallied to a plan (picture below) which would specify which crops could be safely raised in given areas. It would reward with existing supports and crop insurance those farmers who complied but deny this aid to those who did not.



**LONG-RANGE PLAN** for fighting dust is presented to farmers in Lamar by Clifton L. Etter, U.S. area conservationist. The chart shows how certain sections will support only certain crops.



# C-THRU

*...not under!*  
with **AMERICA'S  
MOST BEAUTIFUL  
AWNING!**

**AT PRICES YOUR BUDGET WILL ENJOY**

Here is new, breathtaking awning beauty that beats the heat in summer, rain, wind and snow in winter. C-THRU's have the cooling efficiency of 1 ton of mechanical refrigeration for each 100 sq. ft. of awning protected window glass. Horizontal louvers make your home look lower, larger, lovelier!

**EVERLASTING ALUMINUM  
HORIZONTAL CONSTRUCTION**



First cost is last cost with C-THRU. Graceful C-THRU louvers and sturdy supporting members are of heavy gauge, permanent aluminum. Infra-red baked plastic enamel finish guaranteed not to crack, peel or chip. Can be washed sparkling clean with a garden hose.

**over 5000 color  
combinations!**

Select brilliant tones for subdued surroundings...restrained shades for bright exteriors. Limitless color combinations make your C-THRU awnings different, individual!

**NOTHING DOWN...**  
*only \$5.00 per month!*

Install your C-THRU's now... *nothing down*, as little as \$5.00 per month!

**HOW TO FIND** your nearest C-THRU dealer: try the Classified phone book, or call Information or write us direct.

**C-THRU's...**

*...fit every style*

*...of architecture*

**COMMERCIAL BUILDINGS**

Business too, adds beauty, comfort, efficiency with C-THRU's.

**DISTRIBUTORS...** a few protected territories open. Write for details.

**DEALERS...** Write for name of nearest C-THRU distributor!

# C-THRU

(See Through)

**ALUMINUM AWNING CO.**

3201 West 67th Street  
Los Angeles 43, California





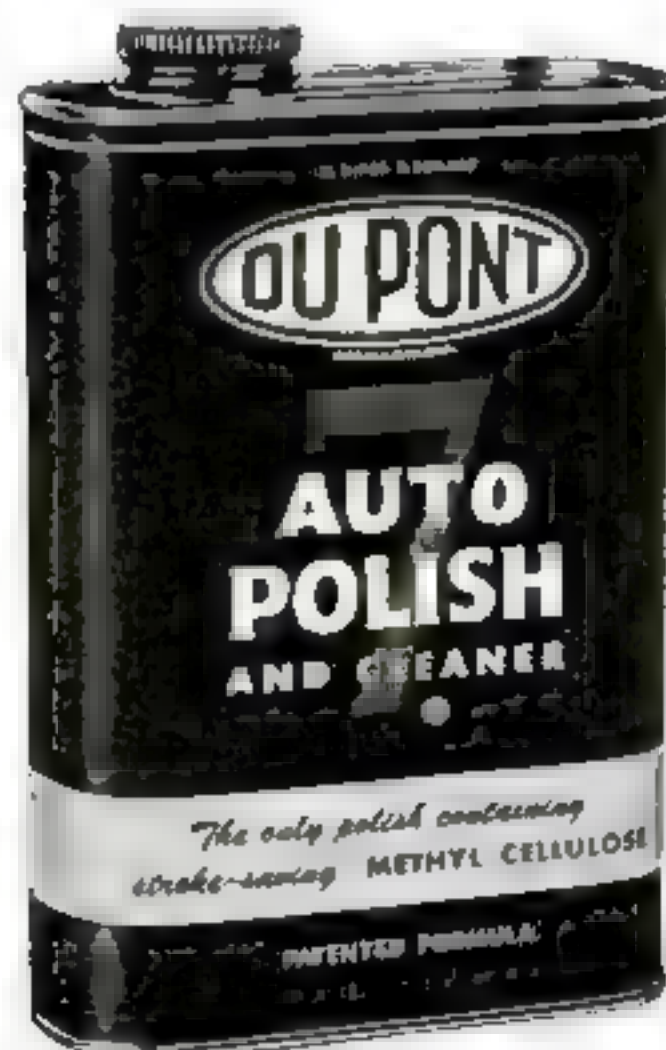
Easiest way to make your car shine:

# DU PONT NO. 7 POLISH

cleans and shines at the same time

It's faster . . . it's easier\*

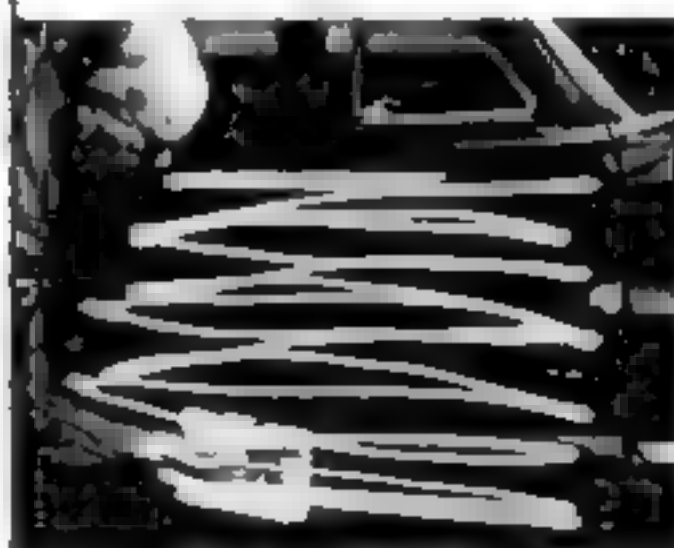
And no other one-operation polish  
—no matter how expensive—gives  
longer-lasting finish beauty



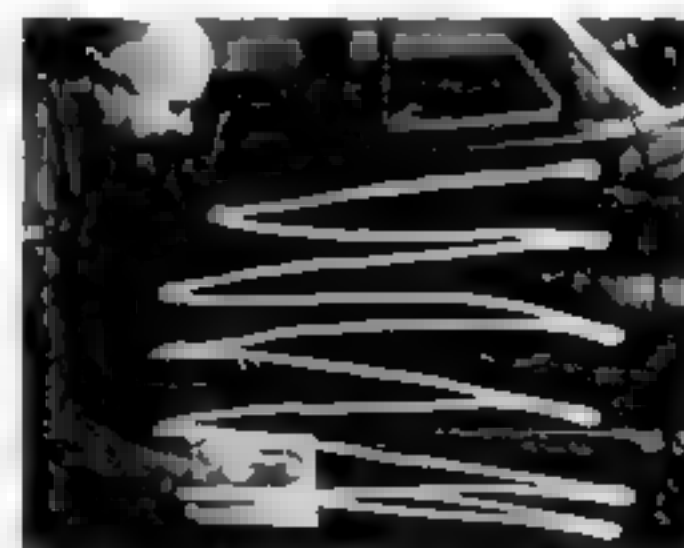
Now . . . brighten your car finish to a rich gleaming luster WHILE you take off dull traffic film and dust! Du Pont No. "7" Polish does it all in one simple operation. Nothing more to buy . . . nothing more to use. You're through in a jiffy because *only* Du Pont No. "7" contains "stroke-saving" methyl cellulose. And you can't get a longer-lasting shine from *any other* cleaner-polish . . . no matter how much you pay. So use Du Pont No. "7" next time your car needs polishing. See how much more pep you have left! Only \$1.00 at most stores.



Tracer light shows why No. 7 Polish is easier!



TRACER light shows extra clean-up movements required because polish used here does not contain a special ingredient exclusively in today's Du Pont No. 7 Polish.



COMPARE far fewer motions to get same shine with today's Du Pont No. "7" Polish. That's the "stroke-saving" action of methyl cellulose. Only Du Pont No. 7 Polish has it.

## DU PONT NO. 7 PRODUCTS

From Chemical Research . . . For Easier Car Care

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY





WITH TURKISH PRESIDENT CELAL BAYAR AT HIS LEFT, MARSHAL TITO WATCHES A MILITARY PARADE FROM A SPECIAL STAND AT THE ANKARA STADIUM

## TITO VISITS NEW ALLIES

In Turkey he promotes a Balkan military alliance

Seeking allies, Marshal Tito of Yugoslavia paid a state visit to Turkey last week. His arrival seemed unexpectedly sudden because his hosts, fearing unpleasant incidents, had kept secret the date of his coming. Large police forces guarded Tito as he laid a wreath on the tomb of Mustafa Kemal Ataturk, watched military reviews, attended state banquets and received diplomats. For the Soviet consul general in Istanbul he had a heavy-lidded sardonic stare and for all the Russians some unwelcome news: Yugoslavia and Turkey had agreed, in principle, to form a three-nation military alliance with Greece. The announcement brought a momentary squawk from the Greeks. No one, it seems, had bothered to notify them. But Tito would soon visit Athens and charges were that Greece, which had been pressing for this treaty, would calm down and sign up.

**A CADET TUMBLER** at Ankara War College tossed his teacher a canister in his honor, war hero and the country's official guest.





Your engine's life depends on  
a film of oil 8 times thinner  
than a measuring tape!



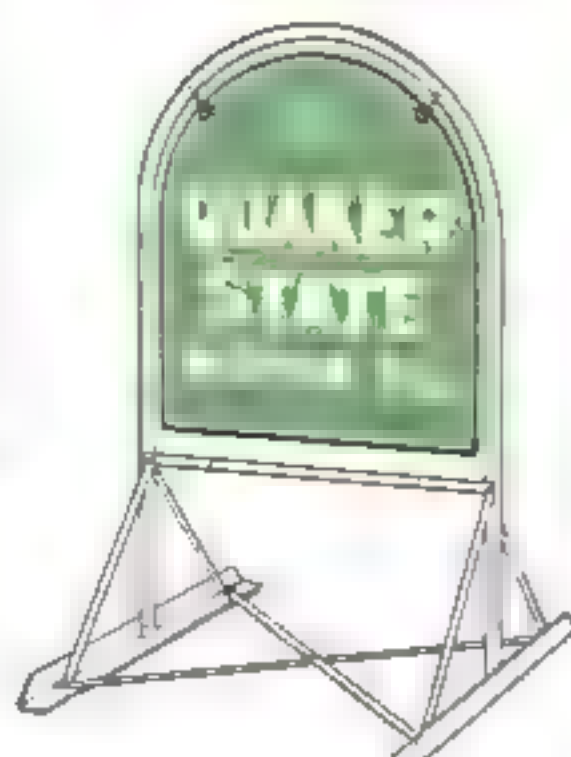
It's in the film-thin clearances between high-speed parts  
—where an oil must be tough, enduring, free-flowing!

## For the oil film that lasts longest, use high-quality Quaker State

IT'S A SUPER FILM! And only Quaker State Motor Oil gives the long-lasting lubrication—and extra oil mileage assured by this finest of oil films. Rich, pure, stable, it guards your engine from wear, damage from rust, and acid corrosion. Quaker State is refined from 100% Pure Pennsylvania Grade Crude Oil, and is the result of 50 years of continuous improvement. It is designed to meet the demands of today's high-compression engines. There is no finer!

Quaker State Motor Oil is made to suit the requirements of all makes of cars and for every type of service. Ask your dealer.

ASK FOR...



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.  
Member Pennsylvania Grade Crude Oil Association

## Tito Visits New Allies CONTINUED



**DISDAINFUL LOOK** comes over Tito's face as, standing beside the mayor of Istanbul, he greets Soviet consul general, Constantin Kotchetkov (right).



**ODD-SHAPED STOVE** in Istanbul's Dolmabahce Palace, the nation's guest house, draws the marshal's interest.



**A PLEASED COMMENT** on Istanbul party is made by Tito to the Turkish ambassador to Belgrade (standing) and the Yugoslav ambassador to Ankara.



# Stop! You're about to see why new Swans Down beats all the other leading cake mixes!

See why this is the only mix that wins on all 4 "musts" for homemade cake!

- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Homemade taste

No if's, and's or but's! Our New-Recipe Swans Down Cake Mixes beat all other leading mixes *hands down*.

Yes! They win in national home-baking tests made by 4,375 women in their own kitchens.

Here's why: Swans Down was not satisfied with the ingredients used by other mixes. So Swans Down had ingredients made especially for these new mixes. Made to blend just right with *your own fresh eggs*.

It's a fact! Swans Down Mix ingredients are *so* special, you can't buy 'em in the store!

Today whip up a winner! See how much *better* a Swans Down Mix cake really is! You'll be *amazed*.

**SWANS DOWN**  
YELLOW CAKE MIX

you add  
fresh eggs

Products of General Foods

Try a different Swans Down Mix every time you bake a cake—White, Yellow, Devil's Food, Angel Food. All heavenly!



# Here's wonderful inside news for you...

The shapes and colors and textures assembled here give you an inside look into the dramatic new 1954 Chrysler Corporation advances in interior styling and design. Here, a brilliant new kind of decor has come to life. Everywhere, people who see these cars tell us they've never seen such smart beauty and good taste. Luscious blues and creams, or rich coral hues sweep throughout an entire car, touching off an exciting color magic in every fabric and fixture. Smart new dash panels flow into door panels and luxurious upholsteries that reflect and reinstate the color theme. Yes—here, with a personalized styling designed just for you, are the beautiful cars that are truly setting the pace for the styles of tomorrow! Visit your dealer and choose in any price range the car that suits you best. Learn the wonderful news of beauty and performance on the INSIDE of every Plymouth, Dodge, De Soto, Chrysler and Imperial at your dealer's.



SAN DIEGO GOLD color-themes this exciting Plymouth Belvedere Sport Coupe, in diamond weave against black Doeskin Vinyl. Here's the Hi-Style standout of today's low price cars.



LUXURIOUS JACQUARD FABRICS highlight the brilliant new Dodge Royal V-8 Sport Coupe. Here, cool Berkshire Green melts against magic off-white Vinyl in an interior creation as fresh as dew on a mint leaf.

CLOTHES BY MONTESANO.

Wonderful things keep coming your way from  
**Chrysler Corporation**





*DeSoto*

PIERCEPUEBLOTALON...etHickagainstrayCherokeeRedmakes the sleek DeSotoFinDuneAutomatic Convertiblea new square of color —an exciting style setter automatically!

*Chrysler*

THROUSENVRAM teamed with rich genuine valer makes this air-swept Chrysler New Yorker Deluxe Convertible a new experience in open-air luxury—smart as tomorrow...yours today.



*Imperial*

SEA ISLAND GREEN sets the color mood of this Custom Imperial Sedan, imported in colored in canvas with broadcloth. Imperial... truly the ultimate in modern luxury for 1934.

# Plymouth • Dodge • DeSoto • Chrysler • Imperial

Dodge Trucks, Chrysler Marine & Industrial Engines, Odite Metal Powder Products, MoPar Parts & Accessories, Airtemp Heating & Air Conditioning, and Cycleweld Cement Products





Classic Modern in blond oak—a charming design for any room in the house. Self-lifting tray; rubbed and polished finish. Model #3025. Price, **\$59.95\***

The graduation gift that gathers more gifts for tomorrow!

## A LANE CEDAR CHEST!

**J**UST AS her graduation diploma marks the end of her days as a schoolgirl, so her graduation gift can mark a happy start on the days ahead—if you give her a Lane Cedar Chest, the gift that gathers more gifts.

Inspired by her Lane, she'll begin to collect the lovely things she'll want for her trousseau, her future home. Friends and relatives will give her the sort of gifts that just naturally belong in a Lane . . . cloud-soft blankets,

silky sheets and pillowcases, fine table linens and towels, delicate lingerie.

And what wonderful storage space a Lane provides! It keeps woolens—sweaters, skirts, dresses—all her precious things sweet-smelling and fresh—safe from moths and dust—as no other storage method can.

Just one nice garment saved from moths can pay for a Lane! At most leading furniture and department stores.

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a free moth-protection guarantee underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Allavista, Va. In Canada: Knechtels, Ltd., Hanover, Ontario.

Many Lane Chests at... **\$49.95\***  
Easy terms

Also makers of Lane Tables

\*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada



BEDROOM

**Streamlined Modern** in figured blond sonora. Self-lifting tray with special lock compartment. Model #3029—\$69.95.\*



FOYER

**Handsome 18th Century Chest** in rich mahogany with Lane's convenient self-lifting tray. Model #2601—\$59.95.\*



BEDROOM

**Streamlined Modern** in matched American walnut and Paldao wood. Self-lifting tray. Model #3024—\$49.95.\*



DINING ROOM

**Modern Lowboy** in blond oak. Drawer in base. Model #2920. Also Seafoam mahogany, #2929; Cordovan mahogany, #2933. \$79.95.\*



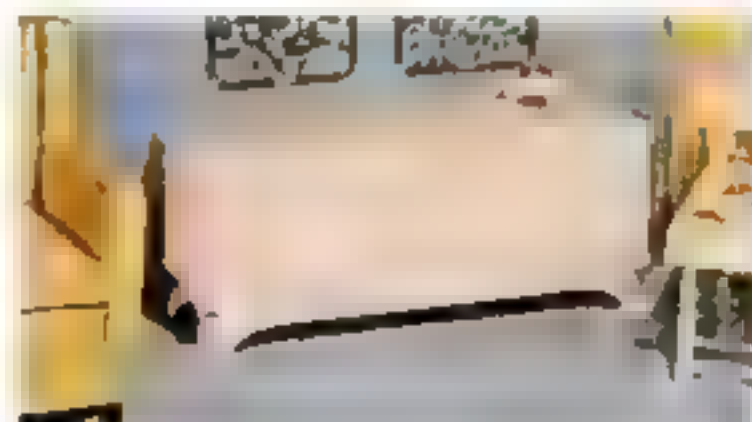
FOYER

**Stunning Modern** in American walnut. Self-lifting tray. Model #3008. Gray walnut, #3009, Seafoam mahogany, #3022. \$59.95.\*



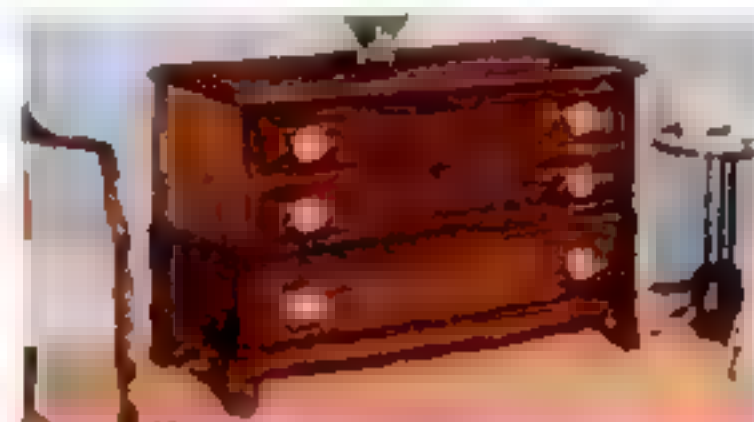
LIVING ROOM

**Arresting Modern** in Seafoam mahogany. Drawer in base; self-lifting tray. Model #2925—\$69.95.\* Lane Table, #257.



LIVING ROOM

**Attractive Modern** in blond oak. Model #3027. Also in Seafoam mahogany, #3046, walnut, #3028. Each \$49.95.\* Lane Table, #437.



LIVING ROOM

**18th Century Chest** in satin-finish mahogany. Full-length drawer in base, simulated drawers above. Model #2221—\$79.95.\*



# LIFE ON THE NEWSFRONTS OF THE WORLD

The Dienbienphu perimeter shrinks, a happy rescue has a tragic ending, Sofia suffers salami scandal



FRESH FRENCHMEN FLY TO A HOT FIGHT

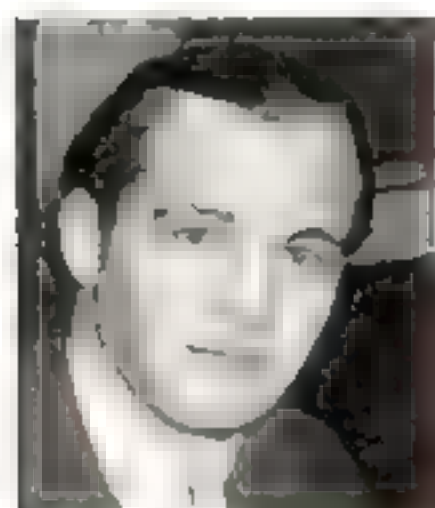
## Too little, too late?

The French defensive perimeter in the mud-lilled bowl of Dienbienphu, originally six by four miles, shrank last week to less than a mile in diameter. In heavy spring rains that periodically grounded French planes, Red infantrymen smashed through outer barbed-wire barricades in the northwest sector to within 700 yards of the garrison center. In Paris fresh French paratroopers, all volunteers, climbed aboard U.S. C-124 Globemasters to fly 8,500 miles to Indochina. Because Prime Minister Nehru banned such flights over neutral India, they were forced to go by way of Ceylon, about 3,000 miles out of their way. Most observers feared that as far as the defense of Dienbienphu was concerned, the reinforcements were certainly too little, possibly too late.

In El Paso, Texas, Airman Chester M. Osmond filed a \$10,030 suit for humiliation suffered before thousands of wrestling match viewers. Osmond says that as he leaped up to protect himself from one wrestler hurtling through the ropes, the other yelled, "Keep your filthy hands off him," and punched Osmond in the eye.

## Prince nabs purse snatchers

In New York City 6-foot 3-inch Christian von Hanover chased two fleeing purse snatchers a mile, then nabbed them handily when they collapsed. Hanover, a 34-year-old German now studying the shipping business in this country, who until recently ran two miles a day to keep in shape, said he was more than happy to help the police "because they were so nice to my sister" on her recent visit. Later the police discovered his real name: Christian-Oscar-Ernest-Auguste-Guillaume-Victor-Georges-Henri, Prince of Hanover, the great-great-grandson of Britain's Queen Victoria and younger brother of Queen Frederika of Greece.



HANOVER

ered his real name: Christian-Oscar-Ernest-Auguste-Guillaume-Victor-Georges-Henri, Prince of Hanover, the great-great-grandson of Britain's Queen Victoria and younger brother of Queen Frederika of Greece.

The two-headed Hartley baby (LIFE, Feb. 8), after surviving four months and eight days of precarious life, died suddenly of a respiratory ailment in Washington, Ind.

## Toys of the times

In Oak Ridge, Tenn., a photographer took the picture below, a reminder of swift progress in the nuclear age. Electronic units, which cost up to \$35,000 each when constructed during World War II to process U-235 for the A-bomb that hit Hiroshima, have now been junked, row on row, in an open field. Children at play swarm happily over them, pulling levers, twisting dials, treating the once top-secret gadgets as if they were mechanical playthings.



A-BOMB MAKERS BECOME CHILDREN'S TOYS

In New Jersey, primary voters squashed a comeback attempt by J. Parnell ("I'm for Joe McCarthy 1,000,000") Thomas, one-time chairman of the House Un-American Activities Committee who served nine months in a federal prison in 1949 for payroll padding. Thomas, who ran without party backing, sought Republican nomination for his former seat in the Seventh Congressional District but lost by an overwhelming 8-to-1 plurality. Said his opponent, Republican Representative William B. Widnall, "I think the results show... the American people are getting tired of McCarthy."

## Quick-draw David

At the Augusta National Golf Club on Easter morning, 6-year-old David Eisenhower and his grandfather strolled casually across "the Little White House" lawn, planning to surprise photographers who were on hand to take a formal portrait. When the President suddenly clapped his hands, David whirled, flipped open his coat and snapped the trigger of a huge toy pistol in exactly four seconds. The President had been teaching David the quick draw. As David went on demonstrating, his mother hove into view, muttered disapprovingly, "This looks more

like the Fourth of July than Easter." Said David, stuffing his pockets with discarded photographers' flashbulbs, "Boy, those guys are working like crazy."

Communist Bulgaria found itself gripped by a scandalous salami crisis. Newspapers in Sofia reported bitterly that Red salami production has now declined 24% below plan, and often contains such foreign matter as rubber, glass, sand and string.

## Bitter eve for a bright Easter

On Easter morning England was proud of Sister Freda Holland. Though critically burned herself, the heroic nurse saved 14 newborn babies from a flame-swept hospital in Reading, near London. As she lay in a coma, grateful parents filled her hospital room with flowers. Then one by one the rescued babies unexpectedly began to die, their lungs damaged by smoke. The children's birth announcements appeared in the local newspaper at the same time funeral notices were submitted for the next issue. At week's end only two of the children were alive. No one dared tell Sister Freda.

After 13 years as a high-priced legislative lobbyist for the wets, Pittsburgh Lawyer David B. Pitler went dry. He quit the Pennsylvania Retail Liquor Dealers Association to go on a nationwide lecture tour in behalf of the Pennsylvania Temperance League because, he said, he became convinced that "the sale of liquor could not be carried on without evil. . . ."

## Horses in auto union battle

Cleveland police battled 3,000 angry pickets of the United Auto Workers in what some veteran cops called the worst labor violence in that city since 1938. As nonstriking A.F. of L. men reported for work at the strikebound Park Drop Forge Co., the U.A.W. pickets trying to stop them were charged by mounted cops, fell under the horses' hoofs in a 90-minute melee. The U.A.W. men walked out last Oct. 19 in one of Cleveland's longest strikes.



POLICE HOVER OVER A CLEVELAND STRIKER



AFTER SHAVING

# Dims Shine Feels Fine Doesn't Show



Finishing touch for every shave! Neutral tint — won't show on your face. Helps cover nicks, blemishes. Finest Italian Talc — hammerized for ultra fine texture! Crisp scent!

P. S. Also try new white Mennen Bath Talc for Men!

**MENNEN**  
AFTER-SHAVE TALC  
**FOR MEN**



HOFFMAN PLUGS CAR TO MRS. WEEKS AS SHE TESTS LEG ROOM IN THE BACK SEAT. SHE DID NOT PICK THIS MODEL

## THE SALESMAN COMETH



HIS NEW CUSTOMER is escorted by Hoffman (left) to the car. As a government official Weeks got about 15% off.

Secretary of Commerce Sinclair Weeks brought it all on himself last January by complaining about the terrible state of American salesmanship. For instance, said the secretary, he owned no auto because nobody had tried to "sell" him. Immediately he was besieged by dealers and one of the industry's best-known supersalesmen, Paul Hoffman, whose selling boosted him from a West Coast agency to board chairman of Studebaker. Hoffman rose to the occasion with his best sales pitch. He got a Washington dealer to lie in wait for the secretary as he walked to work and offer him a ride. He had flowers sent to Mrs. Weeks. Then Hoffman moved in personally. Last week Weeks weakened and bought a \$3,300 four-door Landcruiser eight with automatic transmission, power steering, radio, white sidewall tires.



THE DOTTED LINE is signed as Hoffman and Dealer Butler watch. It was Mrs. Weeks who finally picked model.



FREE

...YOUR FIRST BOX OF

**Coets**<sup>TM</sup>

COETS cotton squares are perfect  
for removing nail polish, make-up  
... applying powder and lotions.

To get your FREE box, buy a 2½¢  
or 13¢ box of COETS. For refund,  
send cotton from box with name  
and address to: Personal Products  
Corp., Box C-301, Milltown, N. J.



Cotton Squares  
for 101 Beauty Uses



# POINTS TO CHECK BEFORE BUYING CAR INSURANCE

How do you go about choosing an insurance company? Draw names from a hat? Not if you value peace of mind. Careful car owners dig deep for facts that cover all possible events. Savings are important to them. But they ask other questions, too. How strong is the company? Will its service follow me wherever I drive in the United States and Canada? If serious trouble strikes, can I call for help at any hour of the day or night and get help promptly? As one motorist said, "With insurance, like everything else, you get what you pay for. But I have to buy insurance before I need it. The company I choose may some day stand between me and financial ruin. That's why I check carefully."

**COMPARE** the facts about Liberty Mutual, given below, with what you are able to find out about any other insurance company. Then choose.

**Financial Rating:** AAAAA (Best's Reports). None higher.

**Savings** through dividends (currently 15% on car insurance in most states) returned to policyholders, regardless of accidents or claims.

**Direct Sales Service** by full-time company salesmen working from branch offices coast to coast.

**Protection and Service in All 48 States** (That's important if you're planning a trip.)

**Protection and Service in Canada** (Over 25,000,000 Americans visited Canada last year.)

**Around-the-Clock Claims Service** by full-time company claimsmen in the U. S., Canada or Hawaii.

**Service Representative** (licensed by the state) provides you with prompt insurance service or information at any time on any business day.

**"One-Stop" Insurance Service** if you wish, for home insurance as well as car insurance — under non-assessable policies.



**Anxious Moment** for any car owner comes right after an accident — when he realizes what a lot of trouble may be ahead. But the Liberty Mutual policyholder gets peace of mind quickly by calling the nearest Liberty Mutual claimsmen. He can be reached at any hour of the day or night, from anywhere in the United States, Canada or Hawaii, and will be found in principal cities coast to coast.



**Home Owners Have Saved 25% on Fire Insurance**

By insuring careful, responsible home owners, Liberty Mutual Fire Insurance Company has returned savings of 25 percent to policyholders for many years. Here you see another good example of Liberty Mutual's efficient operation.



**FAMILY PICTURES** of his wife and small son are displayed by Captain Khokhlov who declared that his defection as Red agent was at her insistence.

## PLOT THAT BACKFIRED

**A Soviet agent defects and imperils his family**

As Red Russia's intelligence forces abandoned their Australian positions in utter confusion (p. 25), a fantastic story arose to plague them in Germany. There U.S. officials produced Nikolai Evgenyevich Khokhlov, a slight young man, once an "artistic whistler" in Moscow theaters and until last February a captain in the MVD's ninth terrorist and diversionary section. Armed with cigaret-case electric weapons that fired poison-filled dumdum bullets, the captain had come to Frankfurt to assassinate Georgi Sergeyevich Okolovich, official in a Russian refugee group working underground against the Communists. Another official in the same group, Alexander Trushnovich, was recently kidnaped in West Berlin. Khokhlov did not carry out his mission. Instead he surrendered. He did it, he said, at the insistence of his wife Yanina, still in Moscow, who did not want the father of their children to kill. But his confession may have put her in mortal peril.



**KIDNAPED** Trushnovich was abducted on April 13th.



**ANTI-REDS** in MVD machination are Georgi Okolovich (left), Khokhlov's intended victim, and Mrs. Trushnovich, wife of the missing counteragent.



**PARK LANE** by **Aldon** — *brehtaking broadloom*  
with a Bonded Guarantee!



**PARK LANE**—A new, butter-smooth, velvet texture; its deep, lush pile accents your most exciting decorating schemes.

**THE BRIGHT LOOK**—Park Lane affords more brilliant color than you can get in even the finest wool carpeting. Choose from 20 of the most vibrant colors ever to brighten broadloom.

**A WONDER FOR WEAR**—Thanks to its higher, denser pile, Park Lane's rich velvet texture maintains its beauty through years of rugged wear.

**COTTON IS KING**—Cotton is one of the sturdiest of fibres. And Park Lane is loomed of only the choicest, long-staple yarns. All Aldon cotton carpeting is allergy-free.

*Tests prove Aldon Park Lane Broadloom  
at \$7.95 a yard surpasses wool carpeting at  
\$14.95 a yard! Gives you more brilliant color!  
Deeper... denser pile! Far greater durability!*



*All Aldon broadloom comes in 9, 12 and 15 foot seamless widths.*



**NASSAU**. Sturdy, superbly textured triple twist broadloom. Its tightly twisted pile is a rich, resilient cushion underfoot. 20 stunning colors. Hard to believe at only \$6.95 a yard.

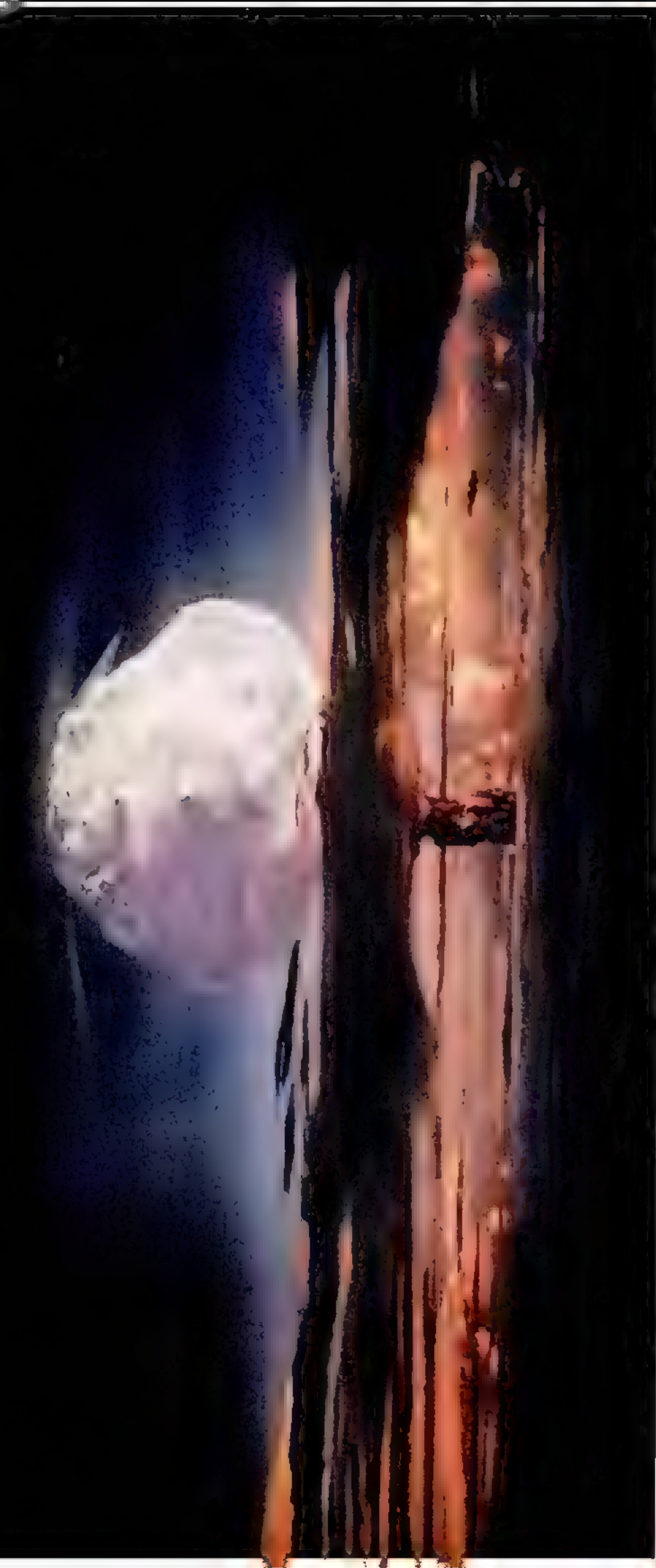


**REGENT**. Luxurious, long-lasting, clipped-pile broadloom. You'll never tire of the ever-changing play of light and shadow in its modern texture. 20 vibrant colors. Only \$7.95 a yard.

**BONDED GUARANTEE.** Aldon protects your carpet investment with a Bonded Guarantee. It guarantees you've bought the finest though you've paid much less.

**Aldon**  
RUG MILLS  
10 WEST 33rd STREET, NEW YORK 1, N. Y.



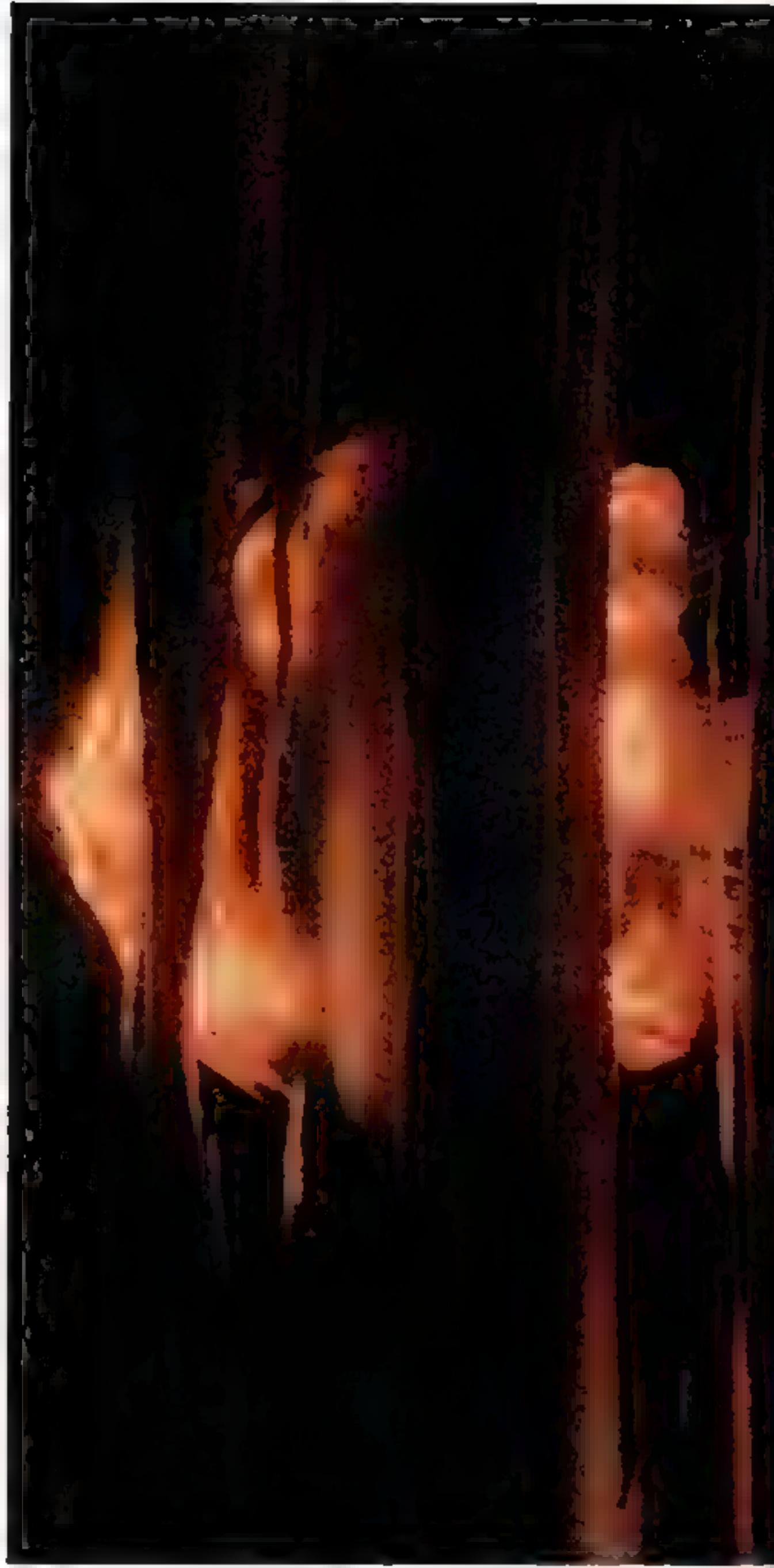


ICE CRYSTALS ENCASE MUSHROOM ABOUT SIX MILES ABOVE ATOLL

## NEW 'IVY' PICTURES SHOW FIRE AND ICE

Following the color movie of the "Operation Ivy" H-bomb test (LIFE, April 19), the Civil Defense Administration last week released color still photographs of the explosion. The one at right shows the fireball passing through cloud is formed by the explosion's shock wave. As it rises over the shock cloud (*above*), expanding gases from the fireball cool and freeze water vapor in the air, covering the mushroom with an icy shroud. The still turbulent storm continues to carry up debris from the atoll below.

PHOTOGRAPHED WITH DARK FILTER, FIREBALL BOILS BRIGHTLY





# How well did you sleep last night?

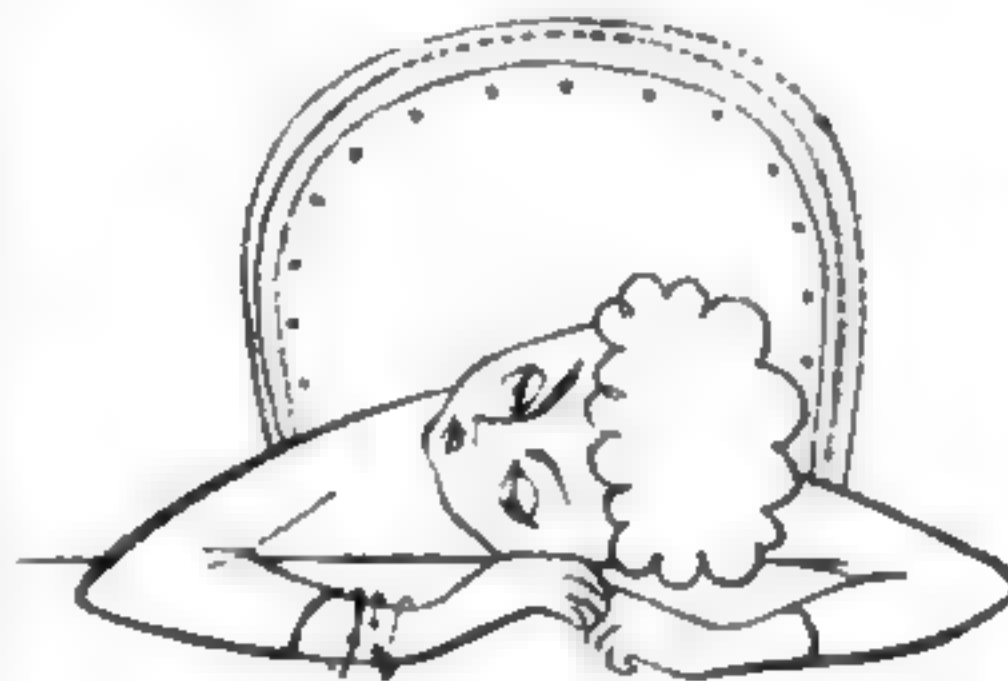
Informal, highly imaginary nationwide poll shows that on a typical night...



31% woke up tired  
("Don't ask me any more questions.")



1.007% stayed up all night



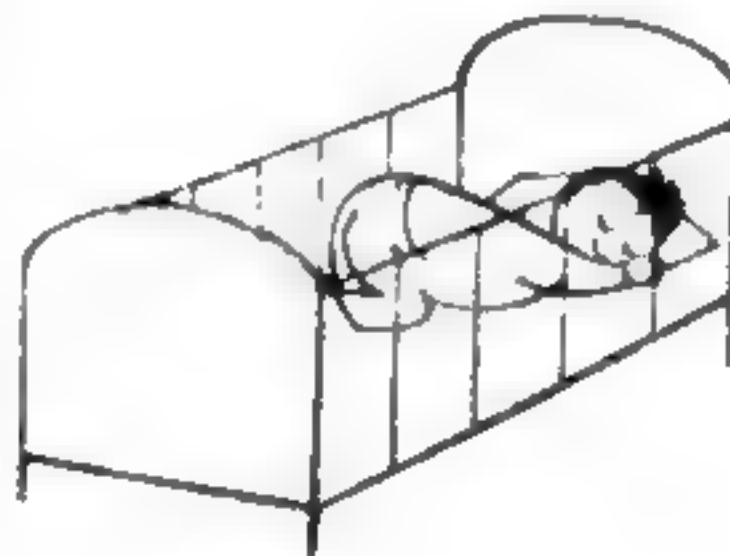
6% were too tired to answer



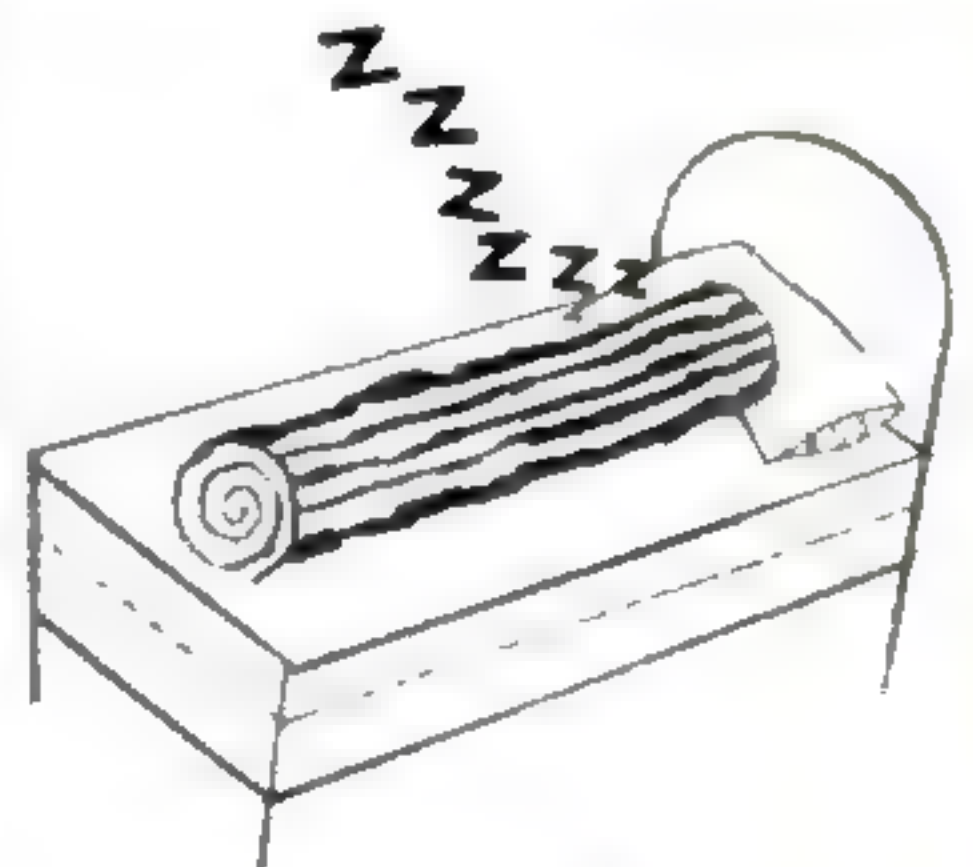
18% were too sleepy to make up their minds



.993% said: "None of your business."



10% slept like babies  
(P.S. They were babies.)



33% slept like a log  
(See the secret on the next page.)

For a helpful hint on getting 100% rest... just turn the page...







**Simmons Announces**

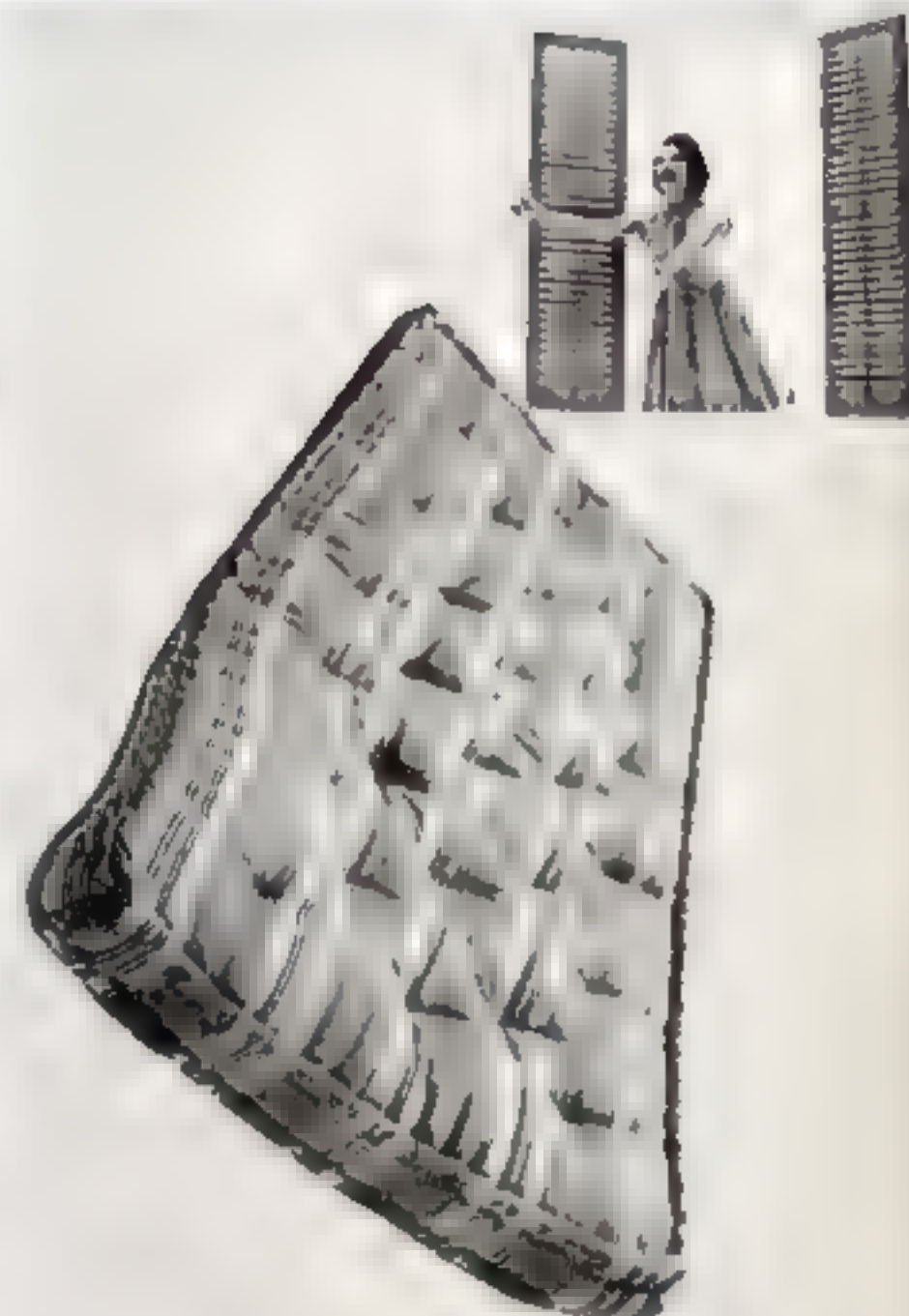
# Retire-Your-Old-



**OFF with the old...**



**and on with the new...**



**applies very much  
to your mattress, too!**

## Time to renew your rest with the

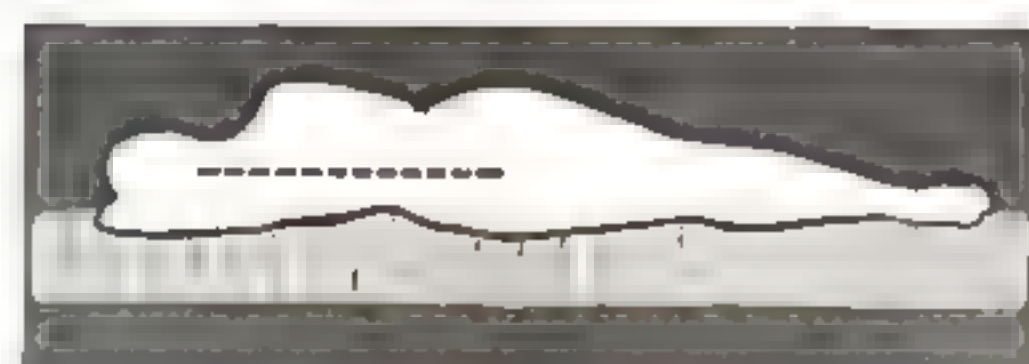
**How long** has it been since you looked at your old mattress?

How long since you asked yourself whether it's a mattress you're just putting up with . . . or a mattress that's giving you the rest you're entitled to every night?

One way to find out whether your mattress is giving you your money's worth is to spend a few minutes at your Simmons dealer's. Lie down on a new Beautyrest.\* Compare it with the mattress you're sleeping on.

**We guarantee** that you'll feel the difference the moment you lie down. For Beautyrest is different where the difference is important. *Inside* the mattress! The exclusive independent spring action of Beautyrest brings you both the firmness you need *plus* the comfort you want.

Your whole body will tell you, better than thousands of words of ours, that it's time to get a new Beautyrest, the mattress that's *more* than a mattress. You'll find Beautyrest is the best night's rest in the world.



**The firmness you need plus the comfort you want.** Both yours on Beautyrest. Notice how Beautyrest supports your head, your back, your hips, your legs—your whole body—in such a way that your spine is posture-straight! This is firmness plus comfort. Beautyrest supports you—not like a board, not like a hammock—but the way you were meant to be supported, according to the natural outline of your body.

**Beautyrest is featured in leading stores during national "Better Bedding Time."**

**For attractive budget terms see your Simmons dealer during "Retire-**



# Mattress" Month!



Miss Beautyrest of 1954  
relaxes on a new Beautyrest.

## best of them all—Beautyrest

**Why Beautyrest, the different mattress,  
makes a difference in your rest.**

On an "ordinary" mattress, the springs are locked together by wire. This type of construction results in a mattress that can be too firm! Too firm for comfort!

But Beautyrest is different. Each one of the 837 springs is independent. Not tied together. Each spring resists for firmness. Each spring yields for comfort. Each and every part of your body gets firmness *plus* comfort. The inside secret of healthier rest.

### BEAUTYREST MATTRESS



**Beautyrest, most economical.** In Torture Tests at the United States Testing Co., Beautyrest lasts twice as long as the next best mattress tested . . . and three and four times longer than others! Beautyrest usually far outlives the 10-year guarantee that brings the price of \$69.50 down to less than 2¢ a night. Many owners enjoy Beautyrest for 15 and 20 years and even longer.

### HERE'S NEWS! First showing of brand-new Dual-Comfort Beautyrest

One half *normal-firm*, the other half *extra-firm*. Now, *two* sleepers can have their choice of firmness on *one* mattress . . . a 2-in-1 value for only \$79.50.

### Beautyrest also gives you a choice:

1. **Normal-Firm model.** \$69.50.
2. **Extra-Firm model** at no extra cost, \$69.50.

**Only SIMMONS makes the  
Beautyrest Mattress**

**Your-Old-Mattress" Month. Starts May 1st.**

Trade-mark Reg. U. S. Patent Office. Copy. 1954 by Simmons Co., Mfg. Mart. Chicago, Ill.





Yardley English Lavender from \$1.10 ... Soap, box of 3, \$1.35 ... Dusting Powder, \$1.75 ... new Bath Oil, \$1.75 ... all prices plus tax, except soap.

## For the freshest, youngest feeling in the world

Here's a delightful way of being your brightest self. . . . It's the fresh, fresh feeling . . . the young, light feeling . . . that you get from Yardley English Lavender in its many fragrant forms.

It's so easily, so quickly, so pleasantly achieved.

You begin with a stimulating, luxurious Yardley Lavender bath. The soap exhilarates you, gently cleanses you with its clouds of creamy lather. The new bath oil makes the water more refreshing.

Then, you splash on the toilet essence from head to toe . . . revel in its tingling fragrance. And you top off your morning's rejuvenation with a soft, fine film of dusting powder.

Through the day, make the cool, fresh lilt of the toilet essence a part of your loveliness . . . dash it on wrists and forehead for a lift when you begin to feel a bit weary.

Nothing in the world makes you feel so young, so fresh, so charming as Yardley English Lavender. Discover this for yourself by using Lavender in its many fragrant forms. You'll find them all at your favorite drug or department store.

*Only Yardley*, in all the world, brings you the fresh, young feeling of English Lavender. Blending the oil of Lavender blossoms with precious ingredients from the earth's far corners, they achieve a fragrance that's truly unique.

Yardley products for America are created in England and finished in the U.S.A. from the original English formulas, combining imported and domestic ingredients. Yardley of London, Inc., 820 Fifth Ave., N.Y.C.

## Yardley *English* Lavender



# A BEAVER FOR BEVERAGES

Bearded British bottler mixes in modeling to boost his 'mixer'

Having been encouraged to buy shirts by advertisements that featured a man with an eye patch, the U.S. public is now being urged to drink tonic water and club soda by an Englishman with a luxuriant chestnut-brown beard. The bearded Briton in "mixer" ads, however, is no ordinary model. He is Edward Whitehead, a distinguished businessman, sportsman, and former commander in the Royal Navy, who manages the overseas operations of the British bottling concern, Schweppes Ltd.

In New York last year to launch Schweppes's American operations, Commander Whitehead

cut such a distinctive figure with his beard that his picture was used for his company's ads. These were so successful that the commander, now back in the U.S. on a return visit, is again being employed as a model. When not occupied by conferences, speechmaking and TV appearances, he is kept busy posing for pictures, with a drink in hand, at fashionable sports events and soirees. An energetic man who still finds time for a daily brisk swim, the commander does not mind modeling without extra pay to help boost sales, but he hopes his company finds some other advertising angle soon.

**POSED,** Whitehead appears as the model of a modern British businessman in advertisements introducing a brand of club soda to the United States.



**UNPOSED,** Whitehead relaxes in New York swimming pool. He also likes to sail, cook and hunt with beagles, and is cultivating a taste for American jazz.

CONTINUED ON NEXT PAGE





AWARDED THE  
FASHION ACADEMY  
GOLD MEDAL



**BROIL-QUIK®**  
FULLY-AUTOMATIC INFRA-RED

*Super Chef*  
BROILER-ROTISSERIE



**NEW THERMOTRON**  
INFRA-RED SYSTEM  
Only Broil-Quik has it!

A fabulous new age of work-free, care-free cooking is here! So easy even a beginner can become an expert cook overnight... so fast you can come home at 5:30 and have dinner on the table at 6:00! The secret... Broil-Quik's amazing Thermotron—most advanced infra-red system ever developed. The Super Chef turns itself, times itself, shuts itself off—gives you complete meals in minutes! Picture-perfect roasts, golden-brown chicken, magnificent steaks! Everyone's a super chef—with a Broil-Quik! See your dealer today!

Barbecues, Roasts, Toasts,  
Broils, Grills and Fries! **\$89.95**

Write for free illustrated BOOKLET D,  
"The Story of Infra-Red Cooking."

**Thermo-Red Tubular Heating Element** • Most intense, most even infra-red heat ever developed.  
**Multi-Temp Heat Control** • Unlimited number of heat settings! Warming heat, roasting heat, intense broiling heat and anything in between.  
**Unifrol 4-Hour Electric Timer and Off-On Switch** in one  
**Full-View Front Control Panel with Pilot Light**  
**PLUS**—new giant capacity • easy-to-clean recessed tray grooves • removable restaurant-type grill with smokeless drip well • slide-away spatter shield • well-and-free tray • extra grill spit • triple chrome plated inside and out.



PEERLESS ELECTRIC Inc. • 615 WEST 131 STREET • NEW YORK 27, N. Y.  
World's Largest Manufacturer of Infra-Red Appliances

## Beaver for Beverages CONTINUED



**KEEPING IN TRIM** for his modeling chores, Whitehead has beard shaped by New York barber Thomas Furlong, who served under him in Royal Navy.



**GETTING AN OUTFIT** to wear for an advertising photograph staged on a polo field, Whitehead is fitted with new riding britches by a New York tailor.



**CHOOSING A CAR** to use in the ads, which represent gracious living, the British executive inspects 1929 Rolls-Royce. He has his own Rolls in London.

Continued on page 31



**Glamour! Excitement! Your every Dream  
come true! Most thrilling prize contest ever announced!**

# WIN A MILLIONAIRE'S VACATION!

*Rich, magnificent  
prizes galore!  
See Paris, Rome,  
London, Bermuda!*

**YES!** A millionaire's vacation...for two!  
Gorgeous days, magic nights in Rome,  
Naples, Capri, the Riviera and Paris! Sunny,  
carefree days in fabulous Bermuda. All in  
gold-plated luxury! There's forty chances to  
win for yourself and your wife or husband.  
First, Fedders brings you to New York for  
a gay swing through the clubs. Next  
day you're off via TWA, bound for your  
millionaire's vacation! Third prizes  
are 30 vacations from heat—30 Fedders  
Room Air Conditioners. *Start today!*

## OFFICIAL RULES

1. Get entry blank at your favorite Fedders dealer and finish the Fedders jingle.
2. Send your entry to "Fedders," Box 45, New York 46, New York. Enter as many times as you wish. Entries must be postmarked not later than June 30, 1954 and received not later than July 10, 1954.
3. Contest is open to everybody in the continental U.S. over the age of 18, except employees of Fedders, and their advertising and processing agencies. Entries will be judged for aptness of thought, originality, and sincerity. Judges' decision will be final. Duplicate prizes awarded in event of tie. Winners will be notified by mail or telegram, and all entries become the property of Fedders.
4. Contest subject to all State and Federal regulations.

### 5 Couples Win Luxury Class GRAND TOURS OF EUROPE!

TWA Constellation flight from New York to Rome. Four days in Rome. A trip to Naples, Capri. Two days in Nice and the French Riviera. Two days in Paris. Two days in London. TWA flight to New York.

### 5 Couples Win Two-Week VACATIONS IN BERMUDA!

Pan American flight from New York to Bermuda. Stay at the luxurious Princess Hotel. Credit at famous Bermuda shops. Cocktail parties, swimming, boating, tennis. Golf at exclusive Mid-Ocean Club.

### 30 Families Win FEDDERS ROOM AIR CONDITIONERS!

There's a guaranteed vacation from hot, muggy weather and dirty air in every one of these great new Fedders units—most powerful of all! A year-round delight and comfort in your bedroom, living room or office!



## These FEDDERS FACTS may help you win!

Fedders is the most powerful room air conditioner...in cooling the air, filtering out irritants, cutting excess humidity. But Fedders makes you the boss of all this power...with exclusive Built-In Weather Bureau. Gives you the cool, clean, healthful climate you want with the touch of a button! Fedders is a year-round comfort. Ventilates without cooling

...or whisk away stale, smoky air in a jiffy. And now you can have Fedders Room Air Conditioners with famous "Chill Chaser" Heat Pump and Automatic Temperature Control...first to heat and cool automatically! Oversize twin filters catch more dust, dirt and pollen. Fedders fits in window, without alterations, pipes or ducts. See it in action today!

**GET YOUR CONTEST ENTRY BLANK TODAY AT YOUR FEDDERS DEALER**

# FEDDERS

ROOM AIR CONDITIONERS



# "Mommy can fix it with Bactine"



## Children don't resist this antiseptic for cuts and scratches

Try BACTINE! See how your children will come running to you for first aid. BACTINE doesn't sting—it's actually soothing and cooling. BACTINE gets down into tiny cracks in the skin to kill germs on contact and so prevent infection. BACTINE

is pleasant to use—has a fresh, clean odor—not that old disagreeable "chemical smell". See how you can use BACTINE in so many different ways.

**BUY**  
**Bactine**  
BRAND  
MADE BY THE MAKERS OF ALKA-SELTZER

### LASTING GERM KILLING ACTION

Actual photograph through microscope showing colonies of



staphylococcus aureus germs (gray area). Clear space (arrow) is field where BACTINE was applied. The lasting germ killing action of BACTINE has kept area free of these infection-causing germs for 48 hours.

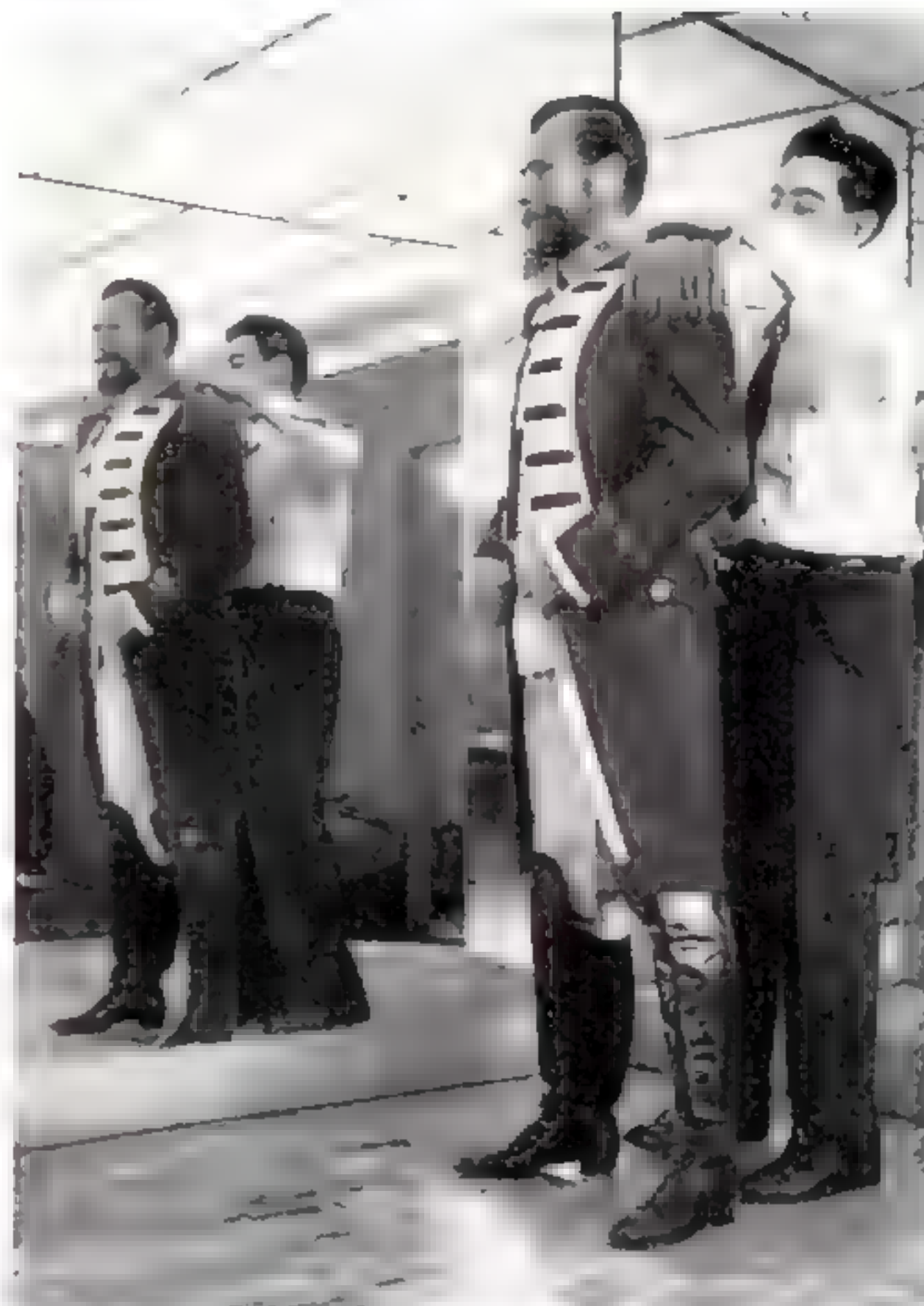


At all Drug Stores  
3 convenient sizes

**NOTE TO PHYSICIANS—BACTINE** is more than a quaternary. While BACTINE is an active germicide, additional fields of effectiveness make it unique among antiseptics. Write for professional literature containing basic research and clinical data

**MILES LABORATORIES, INC. • ELKHART, INDIANA**

## Beaver for Beverages CONTINUED



**AT COSTUME SHOP** the commander tries on 18th Century British naval uniform in which he is to be photographed at a New York fancy-dress ball.



**AT THE THEATER** Whitehead has chat backstage with *Kismet* dancer Beatrice Kraft after posing with her to advertise the club soda he is holding.



# ACTION

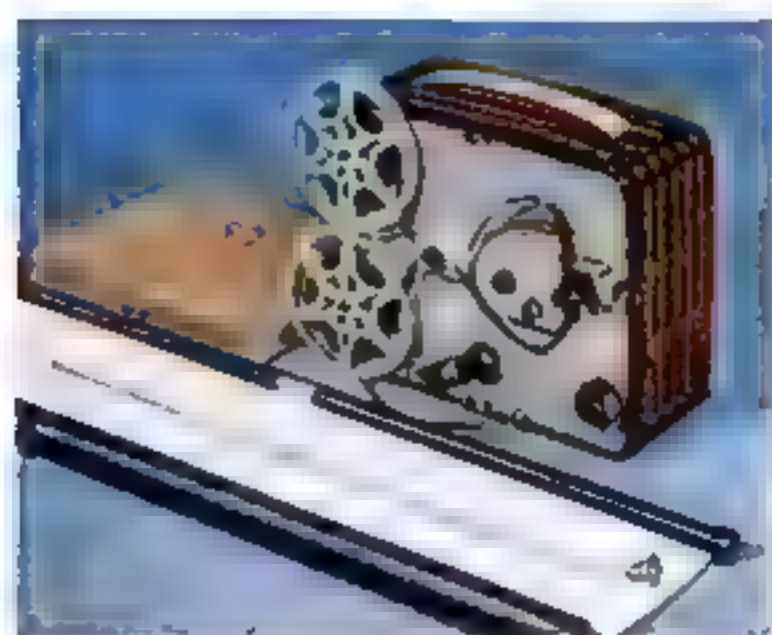
and only a movie camera  
can get it all!



Best we can do here is "stop" the action. But with your Brownie Movie Camera, you can capture your youngsters in *moving* pictures . . . with *all* the action, *all* the color, *all* the reality of life itself.

**Cost?** A single roll of 8mm. color film makes 30 to 40 average-length scenes . . . costs only \$3.95 *including processing!*

**Ease?** With the Brownie Movie Camera, home movies are simple as snapshots. But get the whole story for yourself from your Kodak dealer.



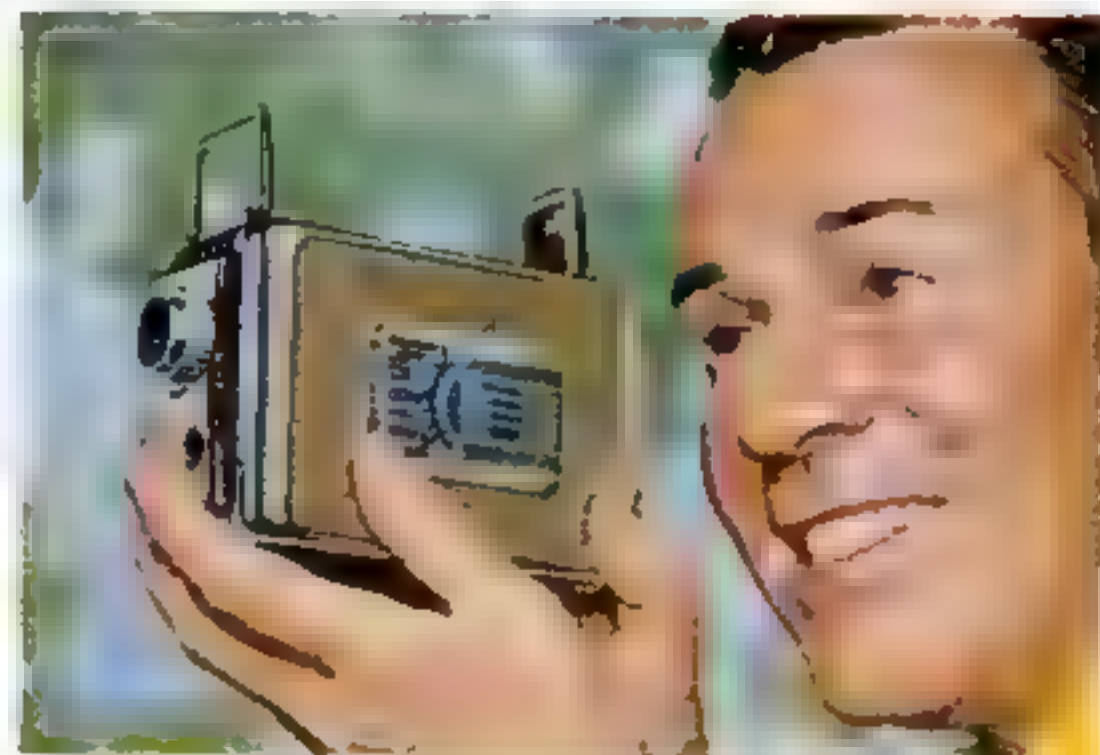
"Brownie" movies start to finish! Brownie Movie Projector shows all 8mm. movies crisp, bright . . . stills, reverse action, too! Only \$62.50. Brownie Projection Screen . . . beaded . . . a full 30 inches wide, \$4 50.

Prices subject to change without notice and include Federal Tax where applicable

Movies at snapshot cost!  
**Brownie Movie Camera**  
only **\$39<sup>75</sup>\***

Loads easily—no threading. Built-in exposure guide . . . fine, fast f/2.7 lens. Unbeatably low priced at \$39.75. Same camera with super-speed f 1.9 lens, only \$49.50. Either model gives you sharp, clear, full-color movies at the touch of a button. See the "Brownies" soon.

**\*Many Kodak dealers offer convenient terms**



----- **Eastman Kodak Company, Rochester 4, N. Y.** -----

See "Photographic Equipment and Supplies"



**"LET'S MAKE MOVIES"—**

Free booklet for those who have yet to enjoy personal movies. Spells out home-movie ease and economy . . . helps you decide what camera is best for you. See your dealer—or mail coupon to Kodak.



Dept. 6: Please send me my free copy of "Let's Make Movies."

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

**Kodak**  
a trade-mark since 1888



# You paint best - for less



Colors: Ageratum (158) and Seaweed (94)—SPRED SATIN on walls and ceiling, SPRED GLOSS on woodwork.

## SPRED *Color Twins*

...a soft satin sheen or a rich glowing enamel

### SPRED SATIN

for walls, ceilings, woodwork, too! A luxury finish with a tight latex film that resists dirt, stays new-looking longer. So washable, so durable!

### SPRED GLOSS

the new, easy-to-apply latex enamel for bathrooms, kitchens, all woodwork. Beautiful rich luster... not a glaring sheen, but a subdued gloss.



SPRED PRODUCTS are also sold by dealers for the following paints: HEATH & MILLIGAN CLIMATIC • ROYAL • T. L. BLOOD

© Copyright 1944, The Glidden Company



...with the Stay-Fresh Colors you get only in

## SPRED SATIN

THE LATEX WONDER PAINT

With SPRED SATIN, you can easily and quickly decorate an entire room—walls, ceilings, woodwork—all with a single purchase of paint. No special thinners or brush cleaners to buy. And you get luxurious *lasting* satin beauty on every surface. You repaint only when you want to, because SPRED SATIN is *guaranteed washable*—scrub it again and again!



3<sup>rd</sup>

Annual Glidden  
PAINT FESTIVAL

APRIL 28 to MAY 22

BUY YOUR PAINT  
NOW AND SAVE

Your Dealer Has a Dividend for You!

SAVE 50¢

on each gallon of

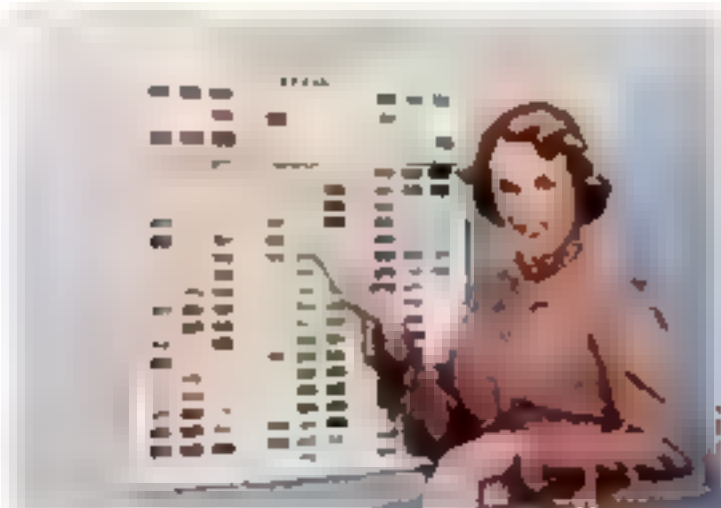
SPRED SATIN

SAVE 50¢

on each gallon of

SPRED GLOSS

Also Money-Saving Dividends on other Top-Quality Glidden Products



**COLOR CHOICE IS SIMPLE.** Select exactly the colors you want from the giant color card at your SPRED dealer's store. You'll love the 180 beautiful shades... from lightest pastels to popular deep tones.



**EASY TO APPLY.** Flow it on with brush or roller. Paint fast or slow...start or stop anywhere. Dries in 20 minutes...no laps, no brush marks. And you can touch up later without leaving a trace!



**FASTEST CLEAN UP.** Just rinse out brush or roller under water tap. In a few seconds they're ready to be stored away for your next use. And you can wipe up floor-spatters quickly with a damp cloth!



**GUARANTEED WASHABLE.** In this rigid test, 40,000 scrubbing strokes on a panel painted with a pastel shade of SPRED SATIN failed to change the color...mar the satiny texture...or in any way affect the finish.

# Glidden

*Pacemaker in Paints*





Ideal for resort wear or the backyard barbecue is an Arrow "Cabana set" — a combination of sport shirt and swim trunks in matching or complimentary colors and patterns. Trunks only, \$3.95 up; sets, \$7.95 up.

## *How to stay cool when the heat's on*

THESE PREOCCUPIED gentlemen are wearing the new, much-talked-about "Bali Cay" sport shirts. (There are many others, just as exciting!)

Whether plain or print, bold or conservative, the colors are fine and clear, masculine as pipe smoke. This ARROW collection is in step with spring — colorfast and washable to boot! You'll find that they wear long and faithfully.

The good-looking, wonderfully comfortable ARAFOLD collar takes a tie as perfectly as your

regular shirts, gives Arrow sport shirts a smoother, smarter appearance. Short sleeves, \$3.95.

# *ARROW*

## *SPORT SHIRTS*

*by Cluett, Peabody & Co., Inc.*



# NEW VOYAGE FOR THE 'CAINE'

A terrifying typhoon buffets ship and its stubborn captain in exciting movie version of Wouk novel

Not since *Gone With the Wind* has a movie had such a large, ready-made waiting audience as *The Caine Mutiny*, which was a phenomenal best seller as a book (three million copies) and a smash hit as a play on tour and on Broadway (*LIFE*, Dec. 14). Now the film version of Herman Wouk's novel about a group of naval officers who rebel against what they conceive to

be irresponsible command is ready for release. Sticking closely to the book, the film, which Stanley Kramer produced for Columbia, is slowed by a dull love story and needless scenes ashore. But in a terrifying typhoon sequence (*below and next page*) and its famous court martial climax *Caine* becomes the exciting and highly moral tale that Wouk intended it to be.

**CAREENING "CAINE"**  
racks helplessly without a commander while Captain Queeg (Humphrey Bogart) stands in wheelhouse paralyzed by fright and his irrational determination to stay on Navy-set course.





# GET Better Shaves USE Fewer Blades!

because all 3 **MENNEN SHAVE CREAMS**  
wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — *and this big bonus:* they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

#### PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the empty carton — we'll refund your money in full.

THE MENNEN COMPANY, MORRISTOWN, N. J.

**MENNEN**  
makes  
all 3



(Also available in Canada)

Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced 53¢

**MENNEN** *shave creams* **FOR MEN**

'Caine' CONTINUED

## MOVIE OUTDOES SELF TO SHOW



**LIFELINE** on plunging *Caine* deck guides officer summoned to the bridge by ship's executive officer who has decided to take over Queeg's command.

**LIFEBOAT** that threatens to come loose during height of typhoon is secured by *Caine* crewmen who almost get buffeted overboard in the process.

"CAINE" REPLICA, used to simulate an actual destroyer-mine sweeper trying to hold to an impossible course, is battered by special-effects machinery.



**WAVES DELUGE** the bridge, Executive Officer Maryk (Van Johnson, in foreground) and seamen as captain refuses to let *Caine* run out the storm.





## STORM THAT PROMPTED MUTINY



CONTINUED ON NEXT PAGE



4-Wheel "Dolly" (shown above) optional at small extra cost

**ONLY**

# LEWYT

**CLEANS RUGS**

## 4 ways at once!

WITH EVERY EASY STROKE YOUR RUGS GET

**COMBED, BRUSHED,  
SURFACE-CLEANED and DEEP-CLEANED!**

**YOU** don't wear yourself out with the wonderful Lewyt because its No. 80 Carpet Nozzle does the work—not you!

Unlike any other carpet nozzle, it has an automatic comb-valve, an adjustable Fuller Brush *plus* 2 kinds of suction, both more powerful than an upright cleaner. With every easy stroke, all 4 cleaning actions work for you—*automatically!*

You simply glide the nozzle over your rugs, picking up cat and dog hairs, dust and deep-down dirt as you go. With its swivel-action you

can slip around and under furniture—making rug care easier and more thorough than ever before possible!

This is just one of *many* features you get in this great new Lewyt! It's the quietest cleaner of all. You can dial exact suction for drapes, wool or cotton rugs. And look! You can equip your Lewyt with the handy 4-wheel "Dolly" so it rolls room-to-room and carries your cleaning tools along!

Your Lewyt dealer is under "vacuum cleaners" in phone book. Complete with all cleaning tools. Slightly higher in Far West. Manufacturer's recommended retail price. **\$89.95**

**LEWYT GIVES YOU ROUND-THE-ROOM CLEANING PLUS FEATURES FOUND IN NO OTHER CLEANER!**



**ROTATES EVEN WITHOUT "DOLLY!"**  
Turns in center of room on "Circular Track" base—no "swivel-top" to lose suction!



**NO DUST BAG TO EMPTY!** Toss out "Speed Sak" a few times a year! Allergy-proof Filter System—no dust escapes!



**SWEEPS BARE FLOORS!** Comes with tools to: dust blinds, brighten upholstery; spray paint, wax! Even de-moths!



**LEWYT OFFICIALLY ENDORSED** by National Institute of Rug Cleaning, Inc. official association of professional rug cleaners, owners and operators of professional rug cleaning plants. Vacuum your rugs *daily*. Have them professionally cleaned at least *once a year* by a professional rug cleaner.

**DO IT with LEWYT**  
The "NO DUST BAG TO EMPTY" Vacuum Cleaner

Listed by Underwriters' Laboratories  
Also available at leading stores in Canada

LEWYT CORPORATION, Vacuum Cleaner Division • 70 Broadway, Brooklyn 11, N. Y.



THE **SMART LOOK** IS THE  
**BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

**Not Greasy - Not Messy!**

'Caine' CONTINUED

THE REAL VILLAIN IS DISCLOSED



**PARTY TO CELEBRATE** the acquittal of mutinous Marvk is interrupted by his defense lawyer, Lieut. Barney Greenwald (José Ferrer), who pours himself a glass of champagne, toasts Lieutenant Keefer (Fred MacMurray) as the real villain for irresponsibly fomenting mutiny, then throws drink in his face.





**Where else can you get so  
much beauty for your money?**

*(And what else need be said, except — see it — drive it!)*

IT PAYS TO OWN A

**MERCURY**

—AMERICA'S FASTEST GROWING CAR

MERCURY DIVISION • FORD MOTOR COMPANY



# For More Fun and Less Work—

## Now On Sale At

# Fi



### Firestone

**18-IN. REEL-TYPE POWER MOWER** — Easy to handle, does a wonderful job with no trouble at all. Equipped with finest-type gasoline engine, finger-tip controlled clutch and throttle. Height adjustment up to two inches. .... 107.50\*



### Firestone

(CLINTON ENGINE)  
**18-INCH GASOLINE ROTARY MOWER** — Marvelous buy! Zips through high grass and tough weeds almost as easily as it cuts a lawn. Powered by the famous trouble-free Clinton engine. Special! .... 57.77

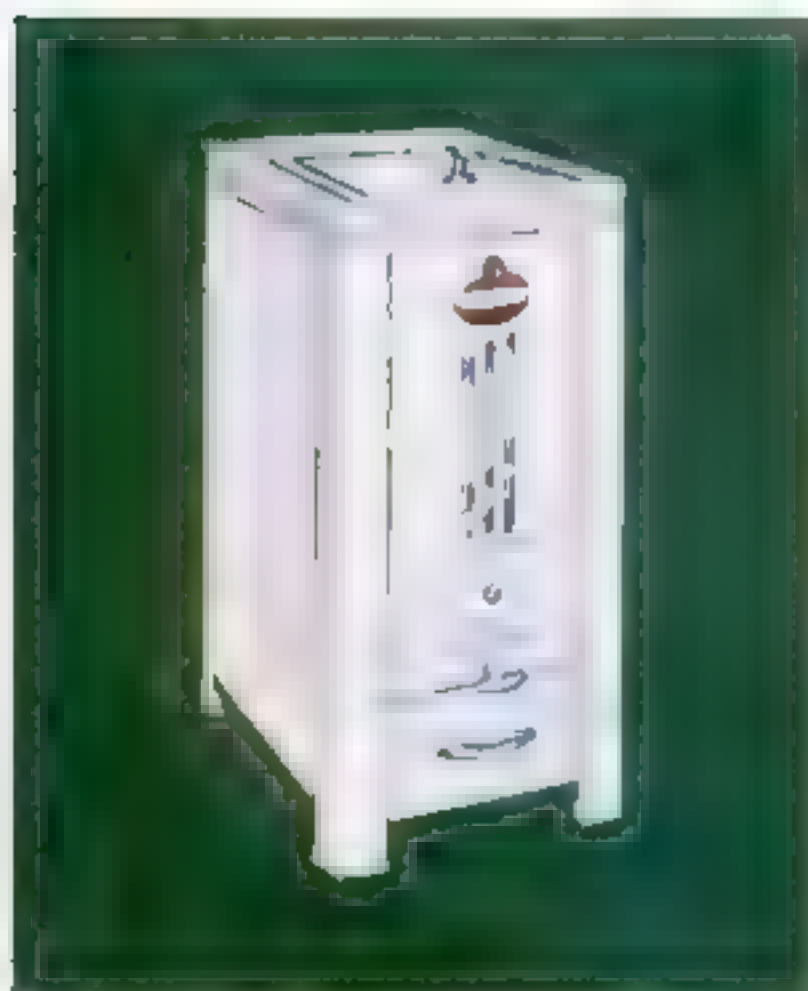


**KRILIUM AND FOLIUM** — Ideal for "greenhouse results". Krilium Soil Conditioner makes even backyard soil good earth. Folium is the balanced formula fertilizer for healthy plants.  
Krilium, 1 lb. .... 1.39  
Folium, 1 lb. .... 1.25



### Firestone

**ROOM AIR CONDITIONER** — Dial the weather you want any day, any season. Enjoy cool, filtered, dehumidified air in the summer and on colder days, this handsome model will remove chill. Soft green color blends with any room. 329.95



### Coronator

**GAS-FIRED GARBAGE AND RUBBISH DISPOSAL** — No complicated expensive installation. Completely automatic, silent, smokeless, odorless. Nothing to get out of order. Pays for itself many times in health, comfort and savings. .... 139.50



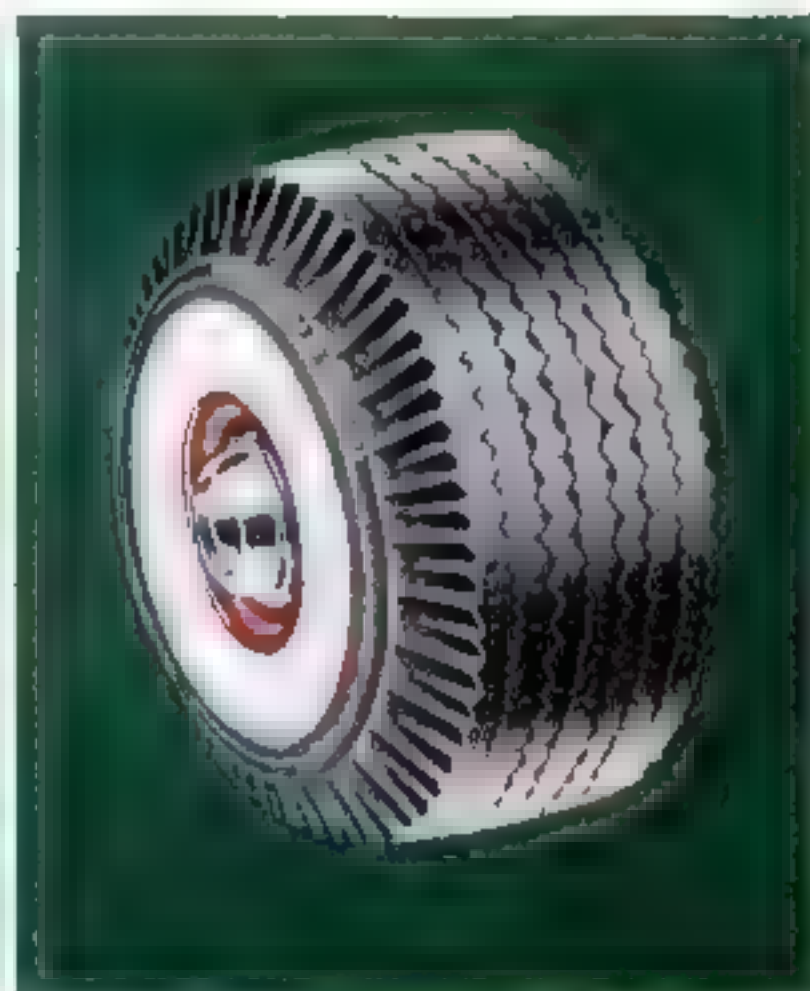
### Firestone

**21-INCH DE LUXE VHF-UHF TV** — Richly grained mahogany veneers, hand-rubbed to a lustrous finish, or beautiful grained oak with smart limed finish. Sharp Photo-Clear pictures.  
Mahogany..... 389.95\*  
Oak..... 409.95\*



### Firestone

**CARAVAN PORTABLE RADIO** — A beauty! Elegant coral color trimmed in gleaming gold. Easy-to-use slide rule dial. Lightweight, yet extra powerful. Operates on AC-DC or batteries.  
(Batteries extra) .... 34.95\*



### Firestone

**SUPREME TUBELESS TIRE WITH ALL-NYLON CORD BODY** — Blowout safe, puncture-safe, skid-safe, longer wearing. The all-nylon cord body is so strong it can be retreaded again and again, resulting in amazingly low cost per mile.

Enjoy the Voice of Firestone on Radio or Television every Monday evening over NBC

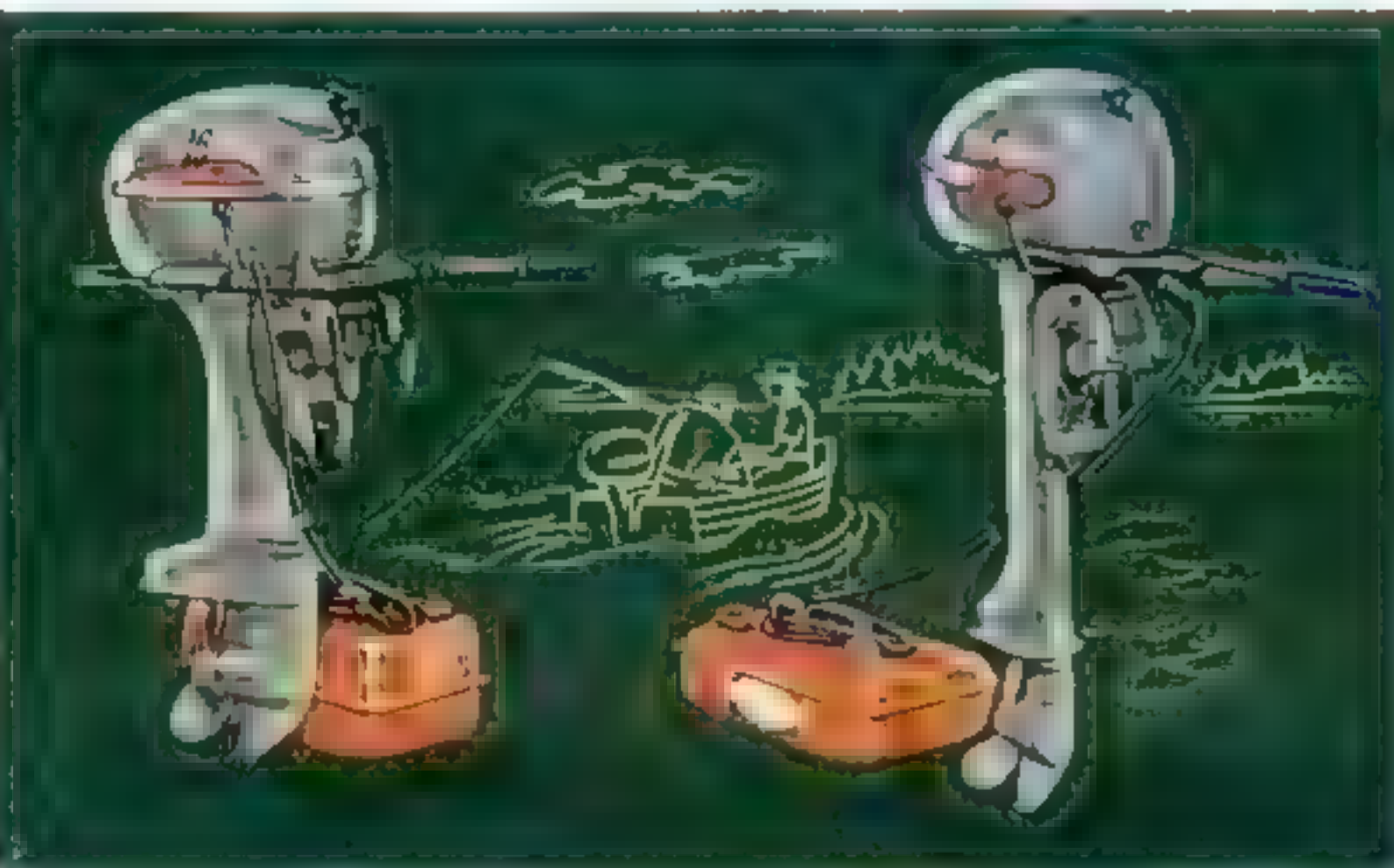
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## THREE CONVENIENT WAYS TO BUY . . .



# Get These High Quality Products

# Firestone



## Firestone

**FAMOUS OUTBOARD MOTORS** — Quick-starting, quiet-running, free of vibration, extra easy to handle. 3.6, 5, 7½, 10 and 16 horsepower. All but the 3.6 model have forward, neutral and reverse gear shifts and separate, "Fuel-O-Matic" tanks for longer running time, less refueling. Firestone outboards are sleek beauties that will give you years of pleasure and trouble-free service. Buy your Firestone Outboard on easy terms. Priced from **109.95**



## Vagabond

**PICNIC ICE CHEST** — Perfect for all summer outings. Combines streamlined design with rugged two-piece construction. Room for bottles, cans and plenty of ice. Keeps ice for days. Includes ice pick and bottle-can opener. **8.45\***



## Bilnor

**EIGHTY-INCH WADING POOL** — This BIG oval, heavy vinyl pool is easy to inflate with special vacuum cleaner attachment. Made to Firestone specifications by Bilnor, foremost manufacturer of quality inflatables. **19.95\***



## Firestone

**TAILORIZED VELON SEAT COVERS** — The new graceful raglan styling of these beautiful covers adds an elegant flair to the interior of any car. The Firestone Velon plastic material extends over the edges of cushion and back to eliminate seam failure. The expensive nylon trim assures glove-like fit. All seams are sewn with strong nylon thread. Handsome color combinations of maroon, green or tan. See these beautiful, perfect-fitting covers today. ... Only **29.90**



## Carnu

**JOHNSON'S DEEP GLOSS CARNU AND CAR-PLATE KIT** — Carnu outlasts any auto polish known, restores the original color. Car-Plate Cleaner conditions as it cleans. Car-Plate gives genuine wax protection. Carnu . **1.65** Kit . **1.98**



## NEW, IMPROVED PYROIL "A" AND "B"

**NOW TWICE AS GOOD** — Add Pyroil "A" to every tankful of gas — only 25c. Pyroil "B" with every oil change — only 79c. Get increased power, greater engine protection, better performance. To completely Pyroil-ize your motor, **1.04**

in Canada at slightly higher prices

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Prices subject to change without notice.  
\*Slightly higher in sections of the West and South.

**BUDGET TERMS, 30 DAY CHARGE OR CASH**





## Not a shadow of a doubt with Kotex

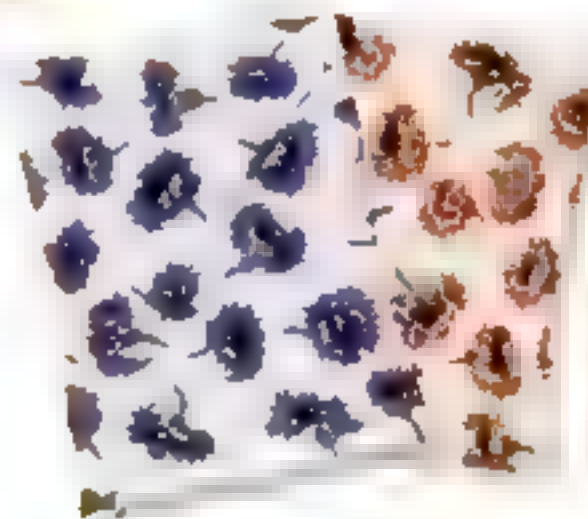
**Safety you trust**—for Kotex gives you the complete absorbency you need.

**Softness you're sure of**—holds its shape; so Kotex keeps its comfortable fit. No roping, twisting or chafing with this napkin made to stay soft while you wear it.

**Flat, pressed ends** that prevent revealing outlines—and only Kotex, of all leading brands, gives you this important feature. Another good reason why Kotex has earned the confidence of millions of women. Select the size best for you . . . Regular, Junior or Super.



Made for each other—  
Kotex and Kotex sanitary belts.  
Why not buy two belts . . .  
*for a change!*



**Not a shadow of a doubt**—there's figure flattery for you in this print by Serbin of Miami. The line—a high, Empire waist above deep-pleated skirt. The fabric: honeycomb pique. The flower colors: gold, scarlet or bright blue, on white. About \$15, at leading stores everywhere.

**More women choose Kotex\* than all other sanitary napkins**

\*U. S. M. M. S. PAT. OFF.





PREPARING TO LEAVE HOSPITAL, KERMIT SUBMITS TRUSTINGLY TO NURSES WHO BANDAGE HIM AND CLOTHE HIM IN NEW OUTFIT FOR FIRST JOURNEY HOME

## KERMIT'S NEW LIFE

At 2½, he goes at last to home he never knew

Kermit Terry, 2½ years old, was too young to know quite what his nurses at Children's Mercy Hospital in Kansas City, Mo., meant when they told him he was going home. He had been there only once before—on the day he was born. The doctor who attended his delivery recognized that Kermit was suffering from epidermolysis bullosa, a congenital condition that leaves the skin raw. A twin sister was normal. The outlook for a victim of the rare disease is never good because there is no known cure. For 31 months, with continuous patient care, the nurses and the hospital staff changed Kermit's bandages and applied ointments. Then the doctors decided Kermit was well enough to go back to the family home at Jamesport, Mo. He had been away so long that whenever he wanted something of his mother, he reached out his arms to her and called, "Nurse."



GREETING HIS PARENTS in hospital waiting room, Kermit offers casual "Hi." They had been able to visit him only twice during his entire hospital stay.



## MEAT SITUATION

May, 1954

Total meat production is continuing at about the same level as a year ago. Beef production, however, is about 10% greater, and retail beef prices generally are lower; pork production is about 15% smaller, and pork prices generally are higher. Veal production is up sharply, and prices are down; lamb production is about the same, and so are prices.

\* \* \*

There's more beef now than all other meats combined. Plentiful supply is reason you can now buy rib roast for your Sunday dinner for less per pound than you paid for pot roast a couple of years ago.

\* \* \*

Hamburger comes into its own as thoughts turn to outdoors and easy-to-fix meals. Frankfurters, platters of ready-to-eat meats become more popular. Their all-meat economy is even more welcome at this time of year when seasonal factors frequently cause prices of many meats to advance.

\* \* \*

Reason some prices are higher in summer than in winter is that summer is a growing time instead of a marketing time for most meat animals. Bright part of picture is that a new and bigger meat crop is on the way.

\* \* \*

Present indications are that about 8%, or 4 million, more pigs have been born on farms this spring. That's a total of 54 million pigs. Your call for more pork, reflected in higher-than-average pork prices this winter, was reason farmers stepped up production. Outlook for plentiful supply of corn and other feeds will also help to bring you more meat in months ahead.

It takes six months for a pig to grow to pork chop size so you can look forward to more chops for your money starting next fall.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U.S.

## Kermit's New Life CONTINUED



**BROTHERS AND SISTERS** view the newly arrived member of the family. Kermit's twin sister Kathy (second from left) was shyest of all in making up.



**IN MOTHER'S ARMS** Kermit is comforted after his first mishap at home, a fall from couch where he had been jumping. A moment later his tears ended.



**BANDAGE CHANGING** is managed by Kermit's mother and oldest sister Norine as father looks on. Treatments probably will have to continue for years.

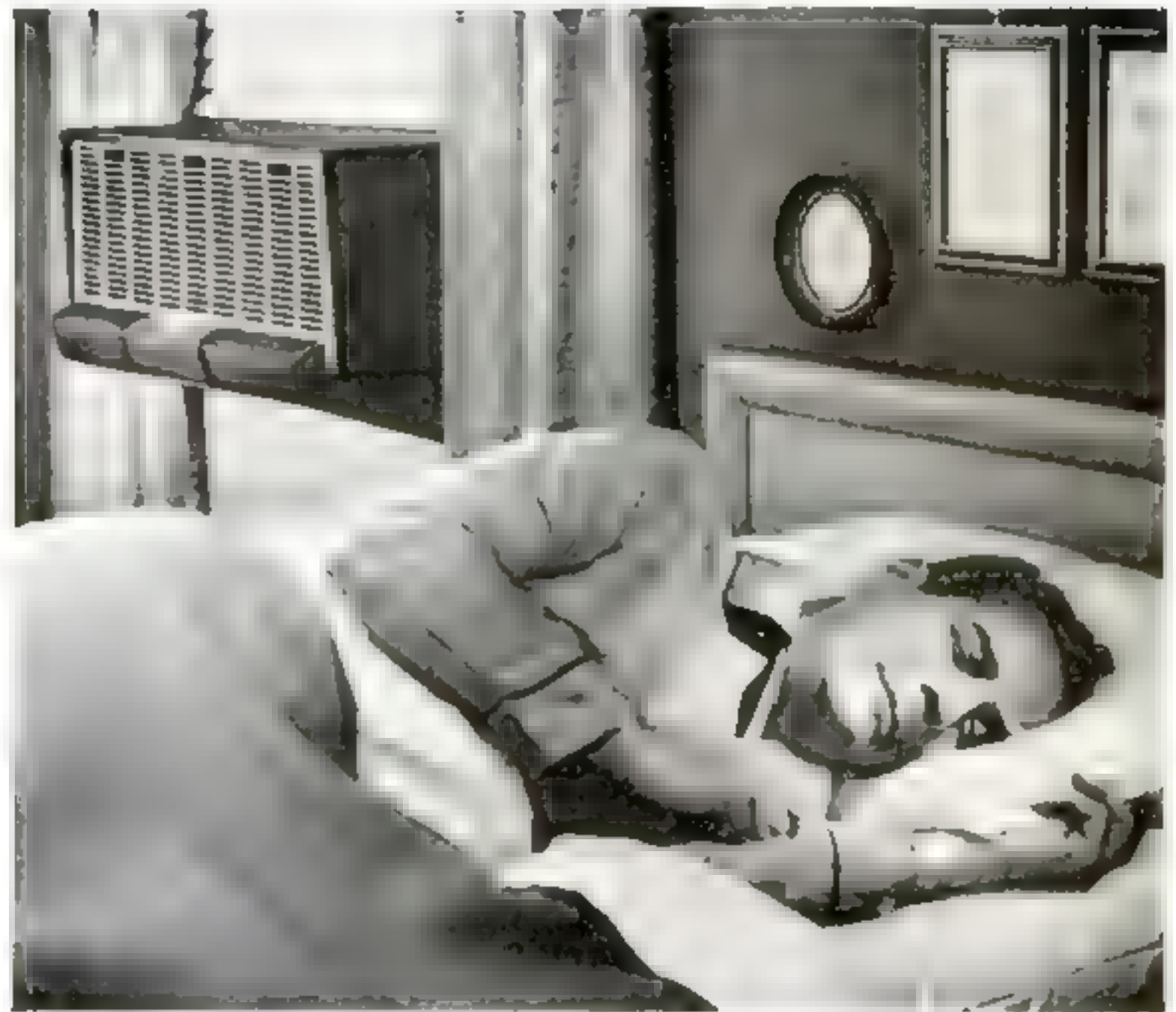


# Why Swelter?

Beat the heat this summer with G-E "Comfort-Conditioned Air"!



**No more sleepless nights!** Don't face another hot summer of sleepless nights and soggy bedclothes. With a G-E Room Air Conditioner you can sleep cool, relaxed and undisturbed.



**Sleep dry and cool . . .** A General Electric Room Air Conditioner eliminates the discomfort of hot, muggy weather. It provides a whole roomful of cool, crisp, filtered air—"Comfort-Conditioned Air."

**Insist on "Comfort-Conditioned Air" . . . only G.E. offers you all this!**



**Dry, cool comfort!** A G-E Room Air Conditioner not only cools the air, it removes excess moisture. You never feel clammy. You enjoy that crisp, invigorating feel of autumn—all summer long, 24 hours a day.



**Clean, healthful comfort!** You enjoy a cleaner, healthier home. Truly efficient filters reduce airborne dust, dirt and pollen and help provide real relief for many allergy sufferers. Everything stays cleaner.



**No-draft comfort!** Not one, not two, but *three* special air directors send "Comfort-Conditioned Air" to every corner of the room. You set them exactly as you wish, to prevent drafts and over-chilling.



**Automatic comfort!** G-E Room Air Conditioners have automatic temperature control. Just choose your own setting. A sensitive thermostat turns unit "On" and "Off" as room temperature tends to vary.



**Dependable comfort!** For years G.E. has been the symbol of dependability to appliance users everywhere. G-E Conditioners have a sealed refrigeration system backed by a 5-year warranty.

Keep cool and dry  
for as little as—  
**\$229<sup>95</sup>**



**ROOM AIR  
CONDITIONERS**

**Learn how little it costs to keep dry and cool!**

**Why not plan** to enjoy G-E "Comfort-Conditioned Air" from now on? There's a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, at home or at the office.

No expensive plumbing or remodeling necessary for installation. No water pans to empty, no radio or TV interference. Better see your G-E dealer soon. General Electric Company, Appliance Park, Louisville, Ky.

*So quiet! So very dependable!*

**GENERAL  ELECTRIC**





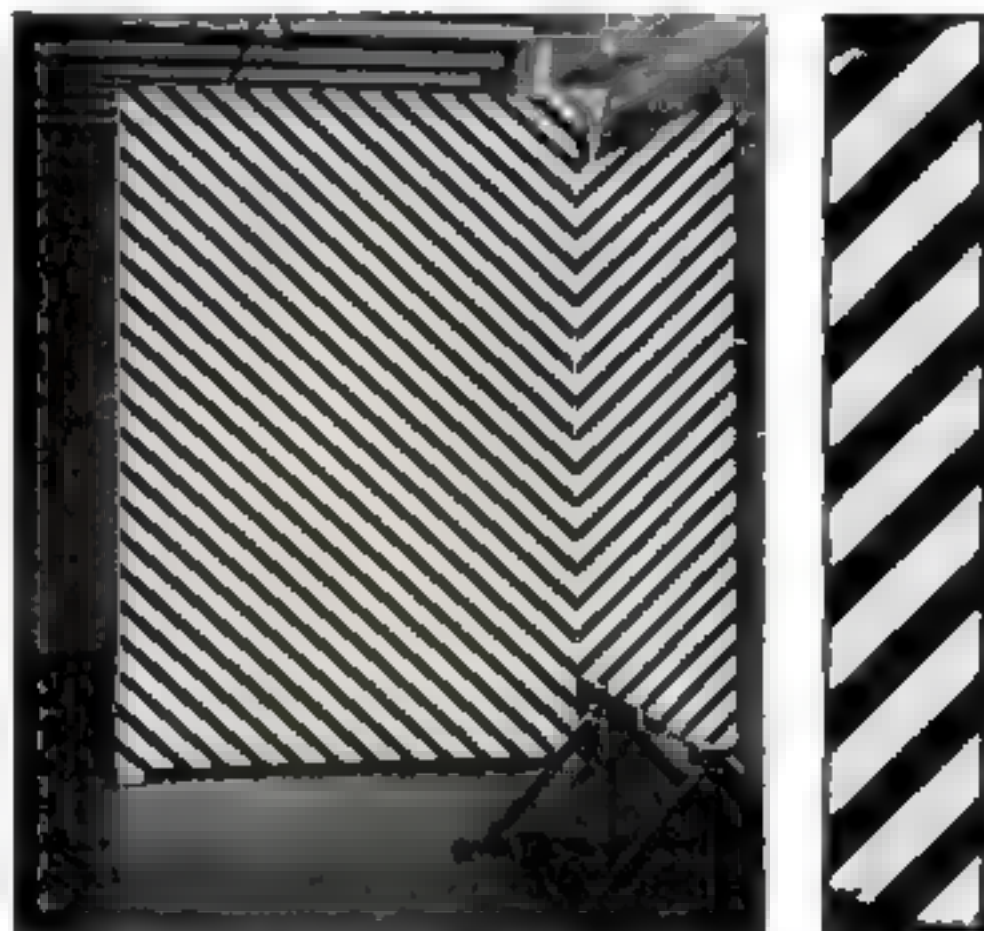
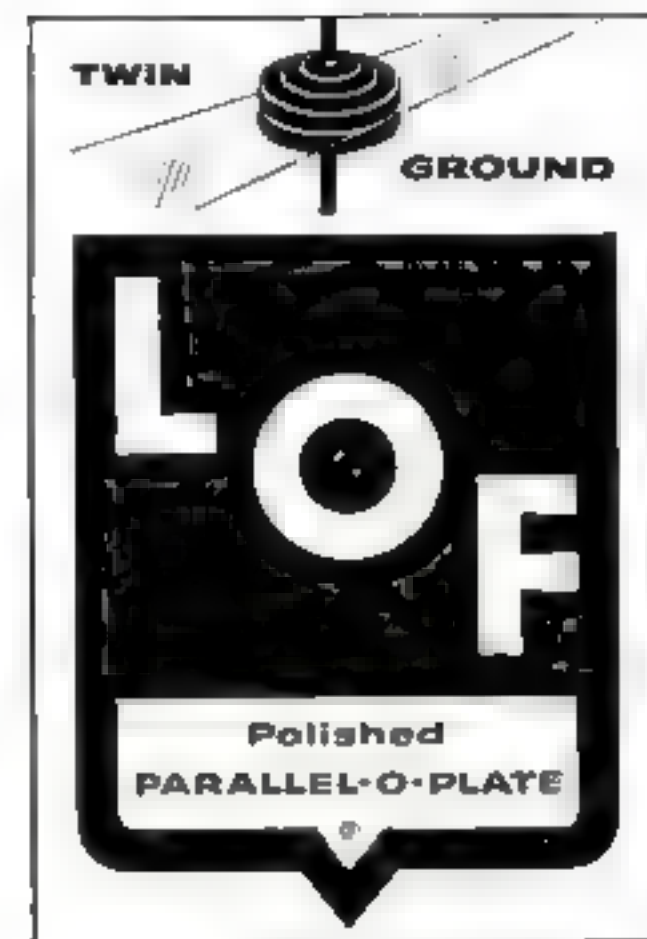
HERE YOU SEE this remarkable mirror being given the toughest kind of test. A "zebra board" is set up at right angles to the mirror and some distance away. A technician is photographing the reflection at a very narrow angle, and at increasing distances, to record the fidelity of the image.



# these men are testing the finest plate glass the world has ever seen

*...the kind you get in mirrors that bear this label*

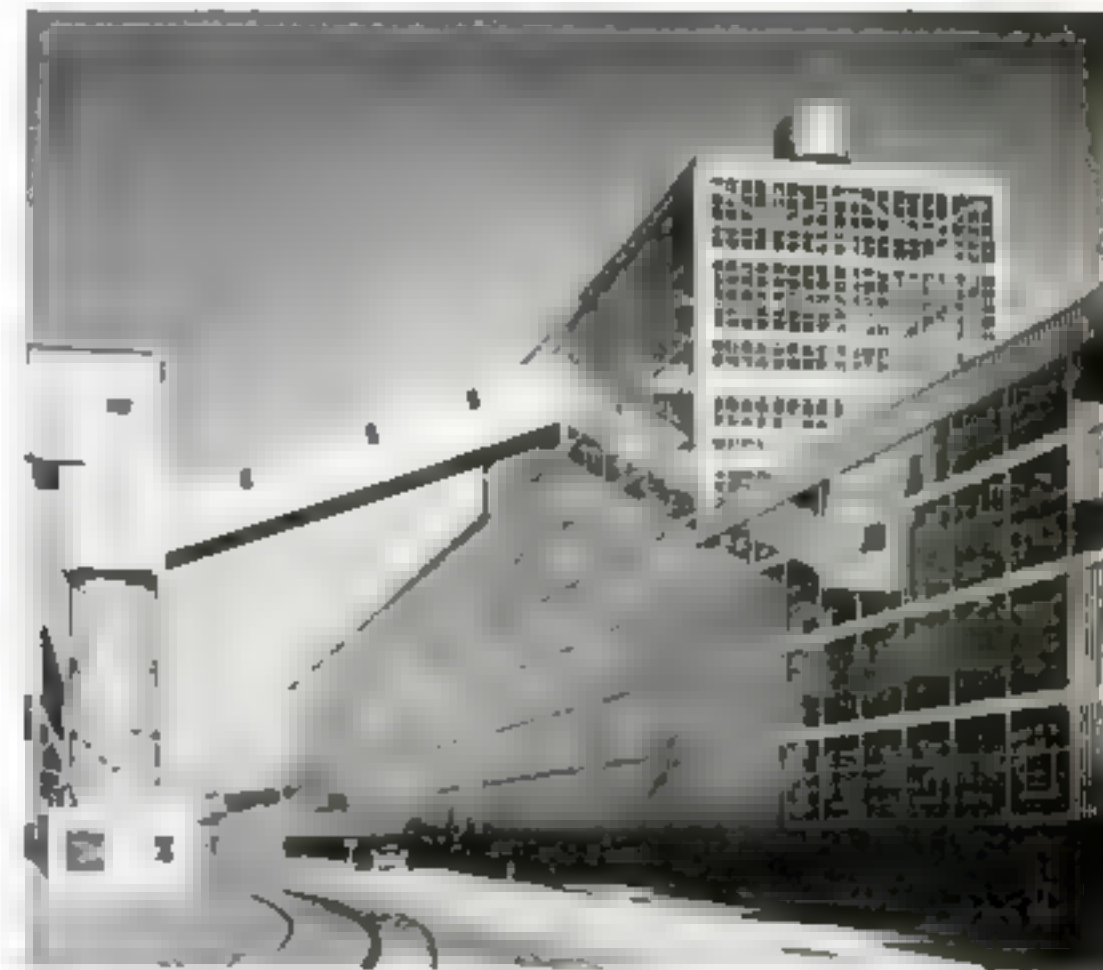
This is L·O·F's new Polished Plate Glass, the only American plate glass that is *twin-ground*. Stores are now showing mirrors made of this revolutionary glass which comes closer to optical perfection than any plate glass ever made before. What this glass does for mirrors is to give them an exactness of image and a sparkling clarity that excels any mirror you have been able to buy in the past. Look for the label that says—"Twin-Ground L·O·F Polished Parallel-O-Plate". This new glass and label are used by the leading mirror manufacturers in the U.S.



ANY UNEVENNESS in the mirror would make the reflected stripes wavy and distorted. The first photograph above shows what the technician's camera saw at a distance of 29 feet and an angle of 11.5°. Note the perfection of the reflected stripes. But the acid test of this new glass is in the narrow photograph immediately to the right—taken at an angle of only 7.5°, and a distance of 42 feet from the board. The stripes are straight and sharp, even under these extreme conditions.



THE PERFECTION of the new L·O·F Polished Plate Glass is achieved by the twin-grinding process, used in the United States only by L·O·F. Both sides of the glass are ground simultaneously by extremely accurate grinders weighing over 5 tons each. This produces uniformity of thickness far superior to regular plate glass, and surfaces that are parallel to a degree never achieved by any other method. These two characteristics combine to make this glass superior to any other for mirrors.



A NEW \$27,000,000 plant, nearly a fifth of a mile long, was built by Libbey-Owens-Ford to produce this greatly improved Polished Plate Glass. This glass is of such fine quality and high precision that it can be used in many military optical instruments.

Look for  
mirrors made with

**L·O·F TWIN  GROUND PLATE GLASS**

*the finest plate glass ever made for mirrors*

**LIBBEY·OWENS·FORD GLASS COMPANY, TOLEDO 3, OHIO**



# New *Lilt* Home Permanent

looks, feels and stays like the  
**Loveliest Naturally Curly Hair!**

*— A far softer wave  
than any other home  
permanent!*

Exclusive new wave conditioner means that  
only from Lilt can you get such soft, natural-looking curls!

*New Lilt looks* as lovely as the loveliest naturally curly hair...  
shimmering with healthy-looking highlights. You get  
the kind of wave you want where you want it!

*New Lilt feels* like naturally curly hair because Lilt's Wave Conditioner  
makes curls so extra-soft you can actually feel the difference!  
Lilt Curls are always soft and smooth like nature's own!

*New Lilt stays* like naturally curly hair because it's  
the longest-lasting wave possible today! Lilt keeps its shining,  
soft naturalness month after month!

Procter & Gamble's new *Lilt* Home Permanent



for hard-to-wave hair



for normal hair



for easy-to-wave hair



for children's hair

## Now!

Lilt lets you  
choose the wave  
especially made for  
your type of hair,  
Super, Regular or  
Gentle Lilt...  
and Lilt's new  
Party Curl, the  
very best children's  
home permanent.

\$1.50  
(11-48)





**Dumb ducklings dodge danger...**



**...but meet trouble at curb**







## New JOHNSON'S BABY SHAMPOO

- WON'T BURN or IRRITATE eyes
- Gets hair **GLORIOUSLY CLEAN**



ONLY  
59¢

**H**ERE'S how to end shampoo-time tears and temper. It's new, exciting Johnson's Baby Shampoo—a scientific miracle that doesn't burn or irritate delicate little eyes the way ordinary shampoos do!

Johnson's Baby Shampoo is pure as can be, safe for the tiniest tots—yet it leaves hair sparkling clean, easy to comb. Sudses in hard or soft water...rinses out quickly, completely. Equally fine for dry or oily scalps.

Another exclusive, dependable Johnson's Baby Product at drug counters everywhere.

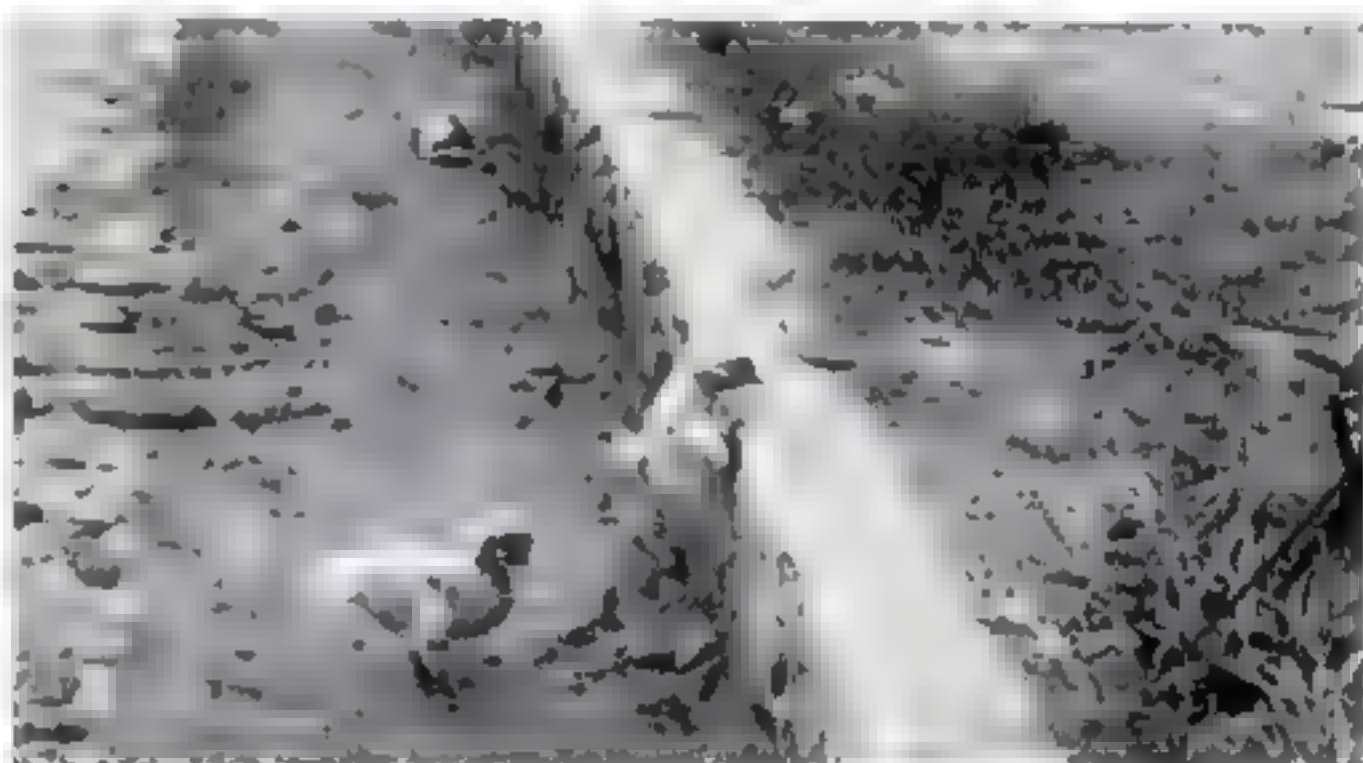
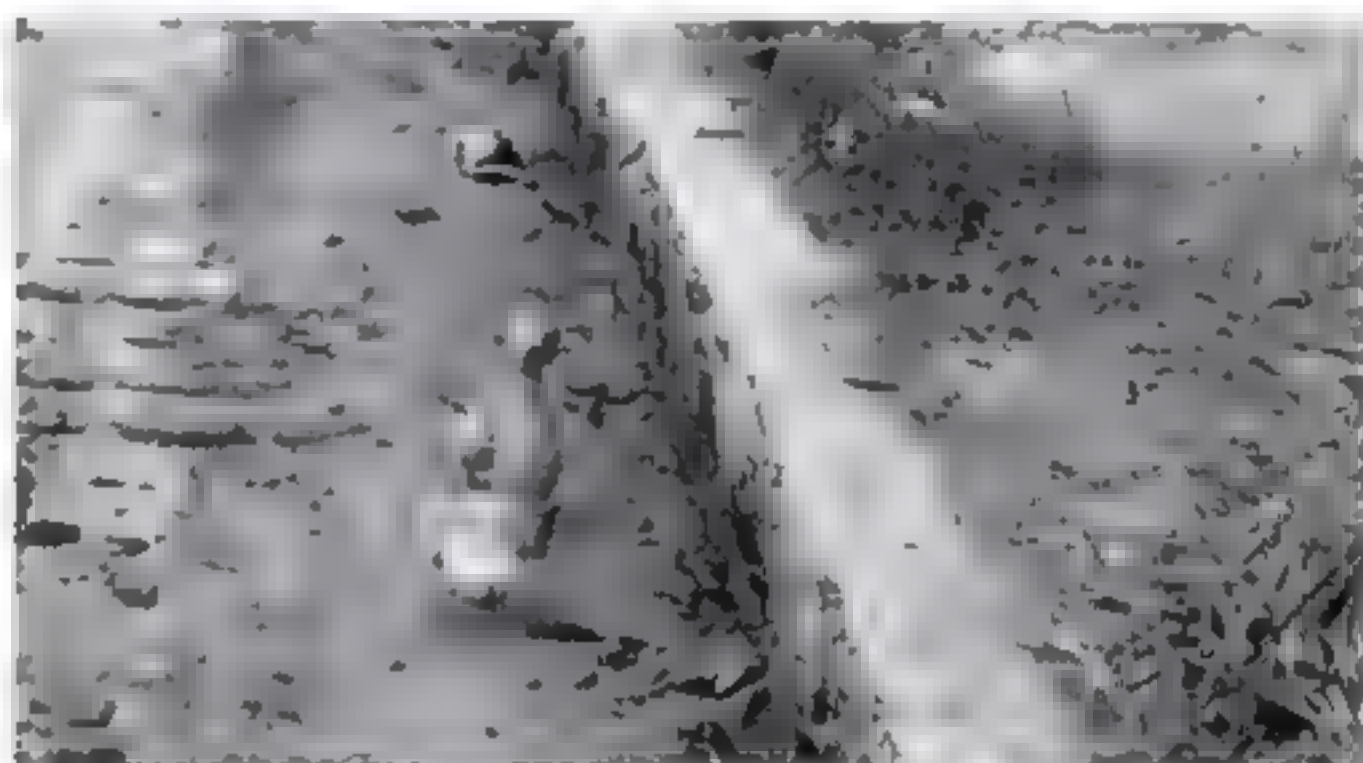
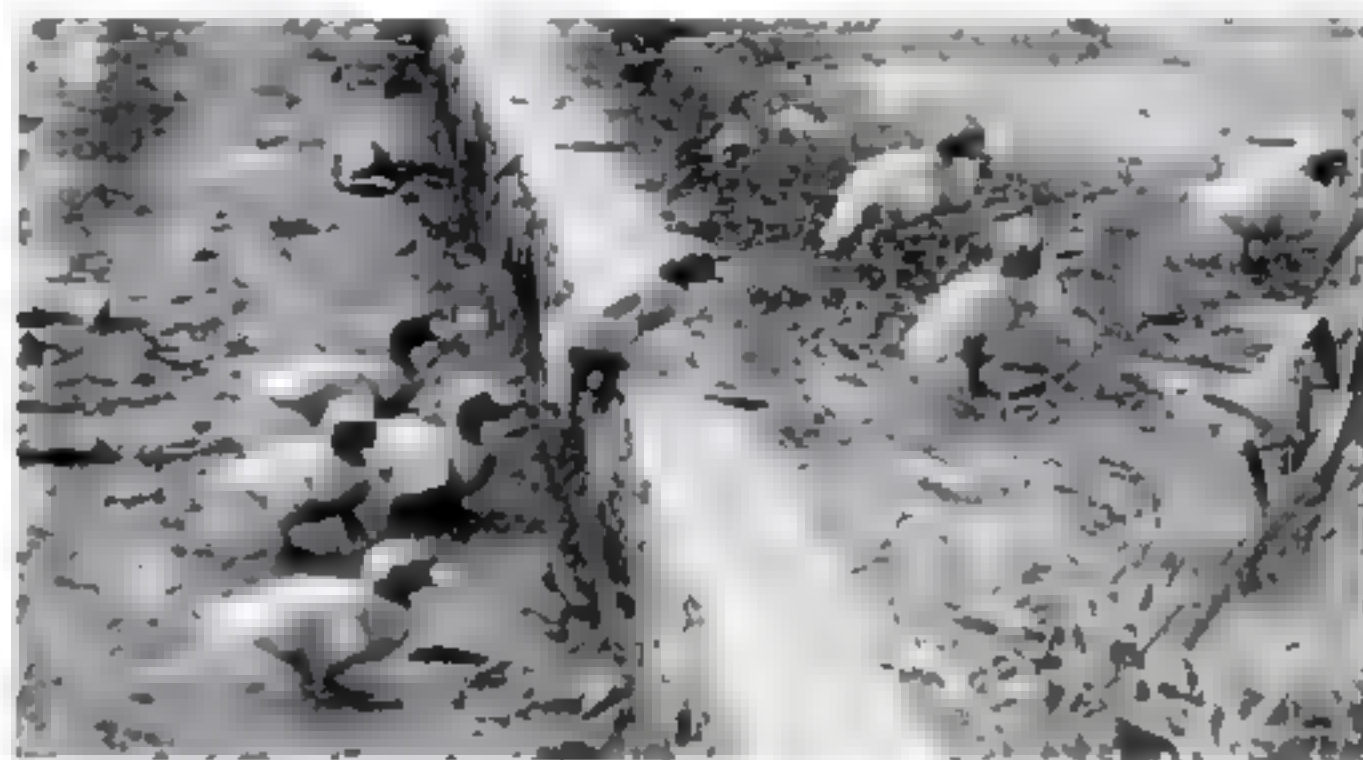
Guaranteed by—

**Johnson & Johnson**

Ducklings CONTINUED

## ...finally conquer all

A domestic problem, which might beset any mother with a flock of children, recently confronted a mother of 10 in St. Petersburg, Fla. A Muscovy duck, for reasons known only to herself, left her home in Mirror Lake and led her family across a downtown street. Her trip was observed by Photographer Robert Preston who waited to see what would happen. Eventually the Muscovy mother, with superb aplomb, led her obedient children back home through rush-hour traffic, which braked respectfully to a stop (*preceding page*). For the 10 dumb little ducklings, oblivious of danger, the real trouble was clambering to safety up the curb (*below*) where they were all checked in by mother.





## PICK OF THE GREATEST COLLECTIONS

Here, in one spectacular display, are 53 of the rarest gems picked from the world's great stamp collections. LIFE's estimate of values is given, but because stamp economics is highly volatile the actual selling price might be higher or lower. Below, with the identification, are the names of owners or custodians (three owners who prefer anonymity are listed as "Atlanticus," "Pacificus" and "Arcticus"); 1—Mauritius (British island east of Madagascar), 1848, earliest impression; Pacificus. 2—Sweden, 1850, rarest stamp of Europe; error, should be blue-green instead of yellow; Dr. Hans Lundberg, Toronto, Canada. 3—Honduras, 1925, world's rarest airmail—Oscar Lichtenstein, Rumson, N.J. 4—Great Britain 1861 plate 77—British Museum. 5—Mauritius 1847, Queen Elizabeth. 6—St. Louis, Mo., 1845, greenish paper, Postmaster Provisional (a stamp issued by a local U.S. postmaster before government-issued stamps); Raymond H. Weil Co., New Orleans. 7—Switzerland, 1850, with complete frame around central cross not on later printings; Dr. Hans Leeman, Geneva. 8—Moldavia, 1858; Phil Up Ward Jr., Philadelphia. 9—Western Australia, 1854, Inverted Swan; Ward. 10—Naples, 1860; Theodore Champion, Paris. 11—Canada, 1868, on laid paper (on wove paper same stamp worth only \$2); K. Baleski, Winnipeg, Canada. 12—New Zealand, 1865, Maurice Burrus, Strasbourg, France. 13—Newfoundland 1919; Arcticus. 14—Mauritius, 1848 with "pence" misspelled "penoe," earliest impression; Burrus. 15—Baden, 1851, color error, should be rose instead of blue-green; Champion. 16—Lorraine, 1869, dark green *tête-bêche* pair; British Museum. 17—Great Britain, 1902, Robert J. Cell, Baltimore. 18—France, 1849, vermilion block, with *tête-bêche* pair; Champion. 19—Hawaii, 1851, unused, Missions (so called because it was commonly used by missionaries); Burrus. 20—Uruguay, 1858 *tête-bêche* pair; Atlanticus. 21—Zurich 1853; Leeman. 22—Geneva 1843, strip of three double-stamps; Leeman. 23—Uruguay, 1858, *tête-bêche* pair; Atlanticus. 24—Bavaria, 1849, *tête-bêche* pair in block of 2; Atlanticus. 25—British Guiana, 1852, block of four; Stolow, New York. 26—Egypt, 1920, block of four from sheet of 25 (price quoted is for a 25-cent King Farouk). 27—New South Wales 1846; British Museum. 28—Moldavia, 1858, *tête-bêche* pair; estate of ex-king Carol of Rumania. 29—Natal 1902; Champion. 30—Montgomery, Ala., 1861, two cents, Confederate Postmaster Provisional; H. R. Harmer Inc., New York. 31—Austria 1856, 6 Kreuzer, newspaper stamp; Champion. 32—Cape of Good Hope, 1861, four pence blue, with one penny error; Atlanticus. 33—Haiti, 1862, Champion. 34—Portuguese Guinea 1881, overprinted Cape Verde stamps with one through Portuguese post-office error, printed "Mozambique"; Champion. 35—Moldavia 1858, unused; Champion. 36—Honduras 1925, red airmail overprint, Lichtenstein. 37—Basel 1845, first stamp, printed in multiple; Leeman. 38—France, 1869, five francs, value omitted by error; Champion. 39—British Columbia 1865; Atlanticus. 40—Saxony, 1851, error, should be gray instead of blue; Champion. 41—Canada, 1851; Atlanticus. 42—British Guiana, 1856, printed on sugar wrapping paper; J. & H. Stolow. 43—Brazil 1843, 30 reis pair together with 60 reis, estate of Y. Soreen, New York. 44—Newfoundland, 1927, De Pinedo, Mrs. Caroline Cromwell, New York. 45—Mauritius, 1847, unused; Champion. 46—Gold Coast, 1883, one penny on four pence; British Museum. 47—Spain, 1851, error, should be red instead of blue; British Museum. 48—Millbury, Mass., 1846, Postmaster Provisional; Weil Co. 49—Tucuman, 1860; Champion. 50—France, 1850, *tête-bêche* pair; Champion. 51—Newfoundland, 1860, orange-vermilion; British Museum. 52—British Guiana, 1856, four cents, magenta, unused; Stolow. 53—Ceylon, 1859; British Museum.

CONTINUED ON NEXT PAGE





## 'COVERS' MAKE PRIZED

In earlier days, collectors snaked the stamps off the envelopes and then threw the envelopes away. But in the past 60 years they have come to appreciate the envelope or "cover," as it is known to philatelists. A cover, with all its postal details, helps bring a stamp to life, adds to its history and drama. On a cover a rare stamp becomes even rarer and more valuable.

The covers shown here are among the most highly prized and priced in the world. Numbers 8, 13 and 17 together with the Mauritius cover shown on the opening page are especially outstanding, and many collectors consider them the

most spectacular philatelic pieces of all time. An identification of these covers, along with their estimated values and the names of owners or custodians, follows: 1—British Guiana, 1840, four cents, on lemon-yellow paper, cut square, \$9,000, British Museum. 2—New Brunswick, 1851 \$1,500. Atlantic 3—Alexandria, Va., 1846, five cents, buff, Postmaster Provisional \$10,000. Pacificus. 4—British Guiana, 1851, pair of two-cent on rose paper, \$35,000. Burns. 5—Newfoundland, 1919, three cents, Manuscript Air Mail Provisional (plane carrying it is letter attempting transatlantic flight, crashed and the mail had to be transferred





## ITEMS MORE PRECIOUS

to a steamer). \$5,000; F. W. Kessler, New York. 6—Brattleboro, Vt., 1846, buff, \$6,500. Pacificus 7—Alexandria, Va., 1846, five cents, blue. Postmaster Provisional, \$18,000. Pacificus 8—Hawaii 1851. Missionaries, \$35,000. Pacificus, 9—Parma, Italy, 1852 tête-bêche pair, \$3,500; British Museum. 10—Bermuda, 1854, Postmaster Provisional, \$4,000. Burrus. 11—Annapolis, Md., 1846, five cents, Postmaster Provisional, \$5,000; Pacificus. 12—Hawaii, 1851, 13 cents. Missionary, (unique rate, five cents for Hawaii, six cents for U. S., two cents to ship carrying the letter), \$5,000; Champion. 13—Mauritius, 1847, one and

two pence, Post Office, \$10,000; Burrus. 14—Baltimore, Md., 1846, 10 cents, white adhesive with postmaster's signature, \$10,000; Ward. 15—New Haven, Conn., 1846, five cents, hand stamped, Postmaster Provisional, \$5,000. Pacificus, 16—Nova Scotia, 1851, black band denoting mourning letter, \$4,000. Atlanticus, 17—Cape of Good Hope, 1851, block of triangular pennies with a four-pence error of color, \$12,500. Atlanticus. 18—Lockport, N.Y., 1846, five cents. Postmaster Provisional, canceled by pen cross, \$9,000. Pacificus. 19—New Zealand, 1847, one shilling. Printed and used for the six-pence rate, \$1,000. Atlanticus.





2-26  
1861



John R. & Dickinson Esq.  
Newtown Academy  
Denver Co. Ala.



Miss Lane St. Falls  
Ashland



Misses A. & M. Downen  
St. Louis Mo.



4th  
C

(1, 2)



Capt. William H. Caden  
Corps of Engineers  
Sgt.



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DEALER IN  
Staple & Fancy Dry Goods,  
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No. 1. LEBANON, La.

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La.  
Capt. R. Chapman Jr.  
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## 'REBEL' RARITIES

During the Civil War the Confederacy was as extravagant in printing stamps as in printing money; today a good "rebel" stamp can be bought for as little as 25 cents. But Confederate Provisionals—issued by local postmasters from June 1, 1861, when they quit using U.S. stamps, and Oct. 14, 1861, when the first Confederate stamps appeared—are extremely rare. They were so appealing that such removed collectors as King Fouad of Egypt, Farouk's father, and John Drinkwater, the British dramatist, specialized in them.

All covers on the opposite page belong to Pacificus, who has the world's best Confederate collection. An identification of them, with their values, follows: 1—Grove Hill, Ala., \$6,000; 2—Knoxville, Tenn., \$3,500; 3—Pleasant Shade,

Va., \$5,000; 4—Danville, Va., \$2,000; 5—Goliad, Texas, \$3,000; 6—Beaumont, Texas, \$3,500; 7—Mount Lebanon, La., \$5,000; 8—Baton Rouge, La., \$1,000; 9—Livingston, Ala., \$12,000. Nearly all of these Provisionals were crudely printed by local newspapers or in small print shops. The printer of the Mount Lebanon stamp was so inexperienced that after cutting the parallel lines and circle into the back of a discarded woodcut, he spelled out the letters in positive form by hammering type faces into the wood. The result was that when he printed on paper with the woodcut, he got a reverse impression. But the postmaster was too preoccupied with the war to quibble, and he sold the issue anyway, scribbling with ink over the reversed "5" on the stamp to invalidate it.

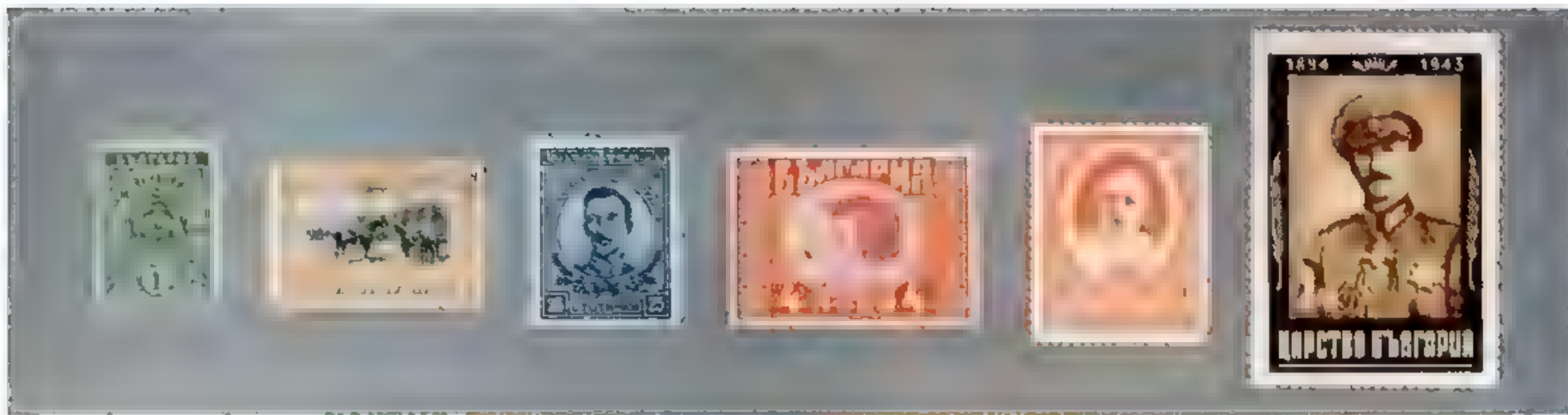


## FINDS AND A FAILURE

The greatest thrill in collecting is the making of an unexpected "find." The finds may be among the oldest issues or the newest, since age alone is not the decisive factor in determining value. In 1946 a secretary to Scotland's Duke of Buccleuch, searching through an old desk, found a block of 48 English two-penny blues (1 above), which with the penny blacks were the world's first postage stamps. In 1840, when issued, this block cost about \$2. Today 48 penny blues, sold singly, would bring \$7,200. As an unbroken block they are worth \$25,000. In 1944, when the Americans occupied the island of Leyte, they hand-stamped the word "victory" on odds and ends of Philippine stamps. Only three blocks of the four-centavos air-mails are now known to exist. One such block (2 above), which cost eight U.S. cents, is now worth \$3,000. Only four copies of the two-centavos with "commonwealth" in small letters are now known to exist. One of these (3), originally costing one U.S. cent, is worth \$700 today. In 1942 a Belgian dealer, buying a lot of new stamps, discovered that one sheet of

50, printed in Paris for Mauretania, French West Africa, had inverted centers. The sheet, costing originally about \$10, was broken into 42 single stamps and two blocks of four each. Present value of one block (4): \$3,000. In 1942, after Free French naval forces had taken over the strategic islands of St. Pierre and Miquelon off the gulf of St. Lawrence, the local stamps were overprinted and one of them (5) is today worth \$1,000. In 1941 Liberia issued a 50-cent stamp to commemorate the first direct air-mail flight between it and the U.S. The flight, scheduled for 1941, did not take place until 1942, and apparently all but eight unused copies of the stamp had 1941 barred out. One barless stamp (6) is valued at \$750. But not all stamps, as some collectors bitterly learn, go up in value. A Hungarian stamp, bearing the image of Vice Regent Stephan Horthy (7), cost only five cents when it was issued in 1943. Believing that only a few had been printed and that it would rise in price, collectors paid \$5 for it in 1944. After the war vast quantities turned up and the stamp can be bought today for a cent.





## LIFE OF A KING

Of the thousands of persons whose faces have appeared on stamps only one, King Boris III of Bulgaria, had all the outstanding events of his life depicted on stamps as they occurred. In 1896 the one-stotinka, with coat of arms, commemorated Boris' second baptism. His father had had him baptized in 1894 as a Roman Catholic to please the Pope; the second baptism was in the Greek Orthodox faith to please Russia. In 1911 Crown Prince Boris appeared on the 50-stotinki with

his father and brother Cyril. In 1918, at 24, he became king. In 1930 he took a bride, the daughter of King Victor Emmanuel of Italy. In 1938 there was a stamp wreathed in garlands for his heir Simeon's first birthday and in 1944 a stamp bordered in black in memoriam. How Boris died is still a mystery. One story has him poisoned by the Nazis, another, shot by the Communists. His physicians say he died from pneumonia brought on by overexertion while hunting wild goats.



## SOME TROUBLEMAKERS

Some stamps, like some people, have achieved fame by stirring up trouble. In 1900 a stamp of the Dominican Republic, showing the island of Hispaniola with the Dominican boundary extending into territory claimed by Haiti, helped bring on an unofficial war between the two countries. There were skirmishes on and off until 1937 when 12,500 Haitians were slain after crossing the controversial border. (The dispute was finally settled in 1938.)

A Nicaraguan stamp showing a smoking volcano, Momotombo, in 1902 enflamed the dispute over location of the Panama Canal. Pro-Nicaraguan lobbyists in Washington who wanted the canal through their country had denied the danger of volcanoes. But a Panama exponent distributed copies of the stamp to every senator to show that the Nicaraguan post office at least was aware of volcanoes. When he also brought out the fact that Momotombo had actually erupted only a few weeks before, the Senate voted for Panama. In 1930 when Spain printed the nude Duchess of Alba on a stamp commemorating the artist, Goya, and an

exposition at Seville, the Spanish post office was flooded with protests from all over the world. One Swiss zealot declared, "Millions of innocent children collect stamps!" Spain not only refused to withdraw the stamp from circulation but printed millions more.

Spain's first stamps were held up for years, before appearing in 1859, because vain King Ferdinand II, known as "Bomba" for his practice of bombarding his rebellious subjects, felt the postmark might mar his classical countenance. The king was finally mollified with a special postmark that canceled only the frame of the stamp, leaving Ferdinand himself unblemished. Diplomatic relations between England and the Argentine were threatened in 1933 when Britain issued a series of stamps commemorating the 100th anniversary of its rule over the Falkland Islands. Argentina, which claims the islands, refused to recognize the stamps and issued its own stamp showing the islands as belonging to Argentina. The dispute, which still continues today, is often called "The Battle of the Stamps."



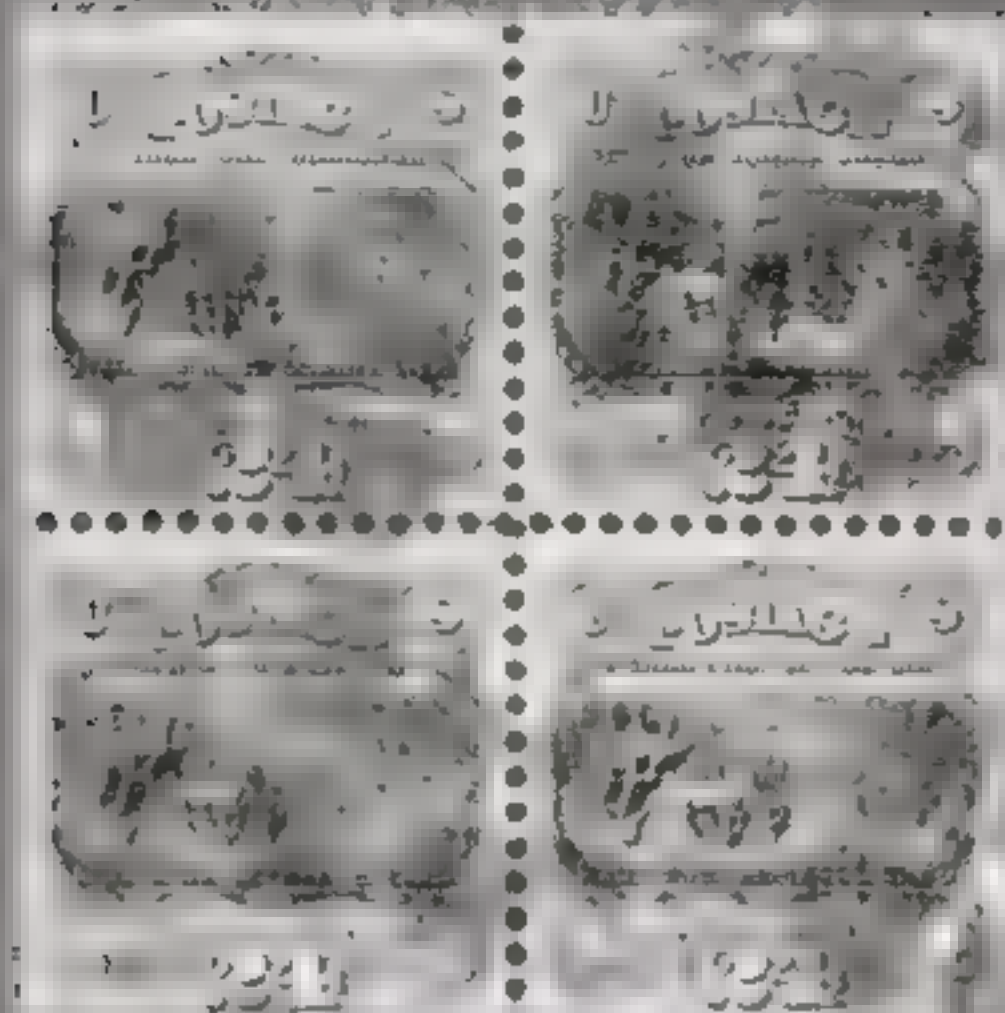
## DEATH OF A REPUBLIC

These seven stamps tell as no history book could the pathetic story of a tiny country that lived too briefly. 1 shows a stamp issued in 1872 for the Russian province of Kurland, which later became part of Latvia. 2 shows the back of a stamp made from a German military map in 1918, after Latvia had become independent. 3 was authorized by a joint force of White Russians and renegade Germans which invaded Latvia in 1919. 4, made in 1919 from a captured Bolshevik

banknote, is the back of a stamp commemorating Latvia's first year of independence. 5 is independent Latvia's last issue in 1940. 6 was authorized by the Germans, who having turned Latvia over to Russia under the nonaggression pact of 1939, then invaded it in 1941 and issued captured Russian stamps with the date overprinted. 7, issued in 1947 after the Communists had taken over Latvia, shows the arms of the Latvian Socialist Federated Soviet Republic, now part of Russia.



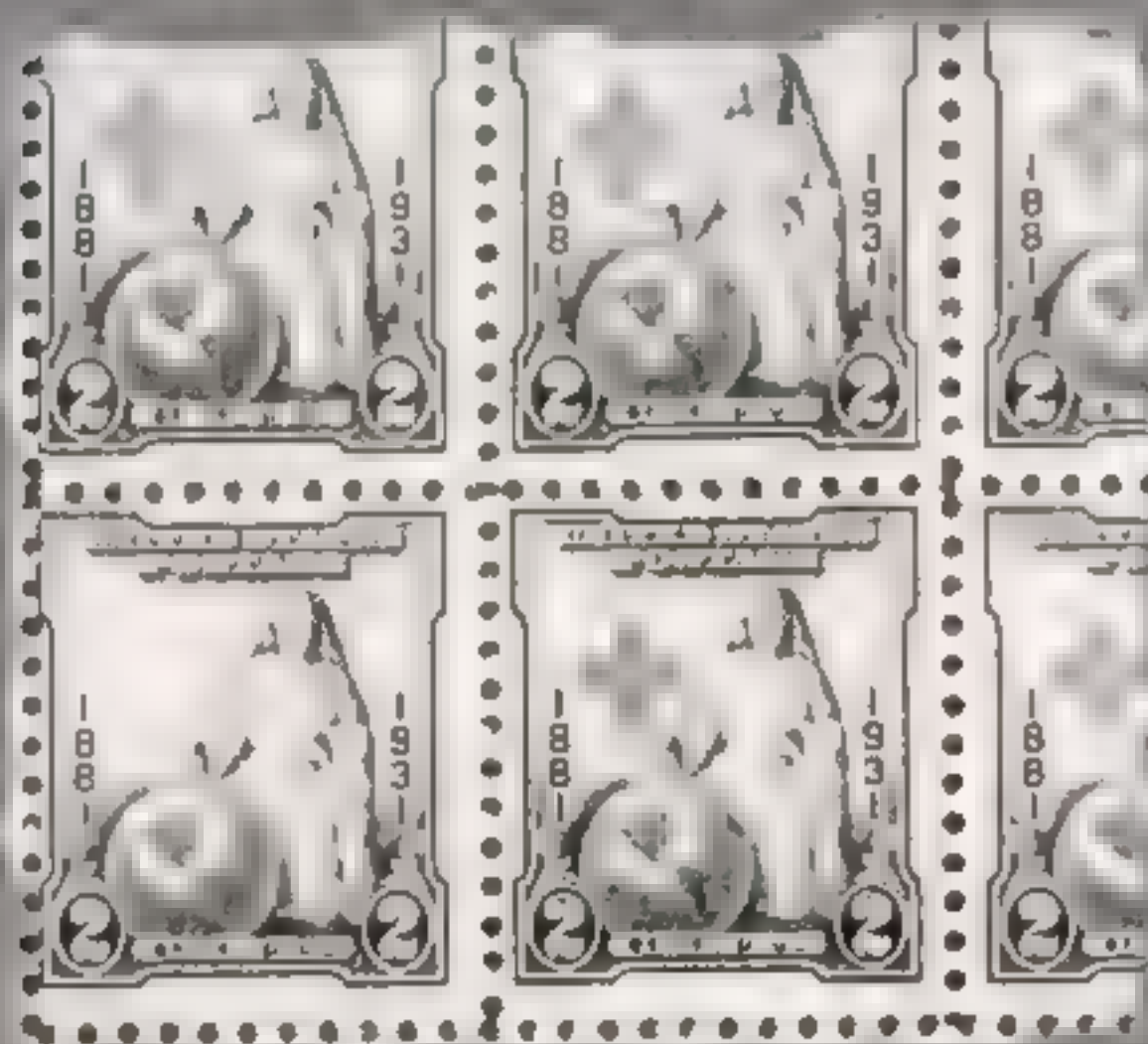
1869 10c 10c 10c 10c



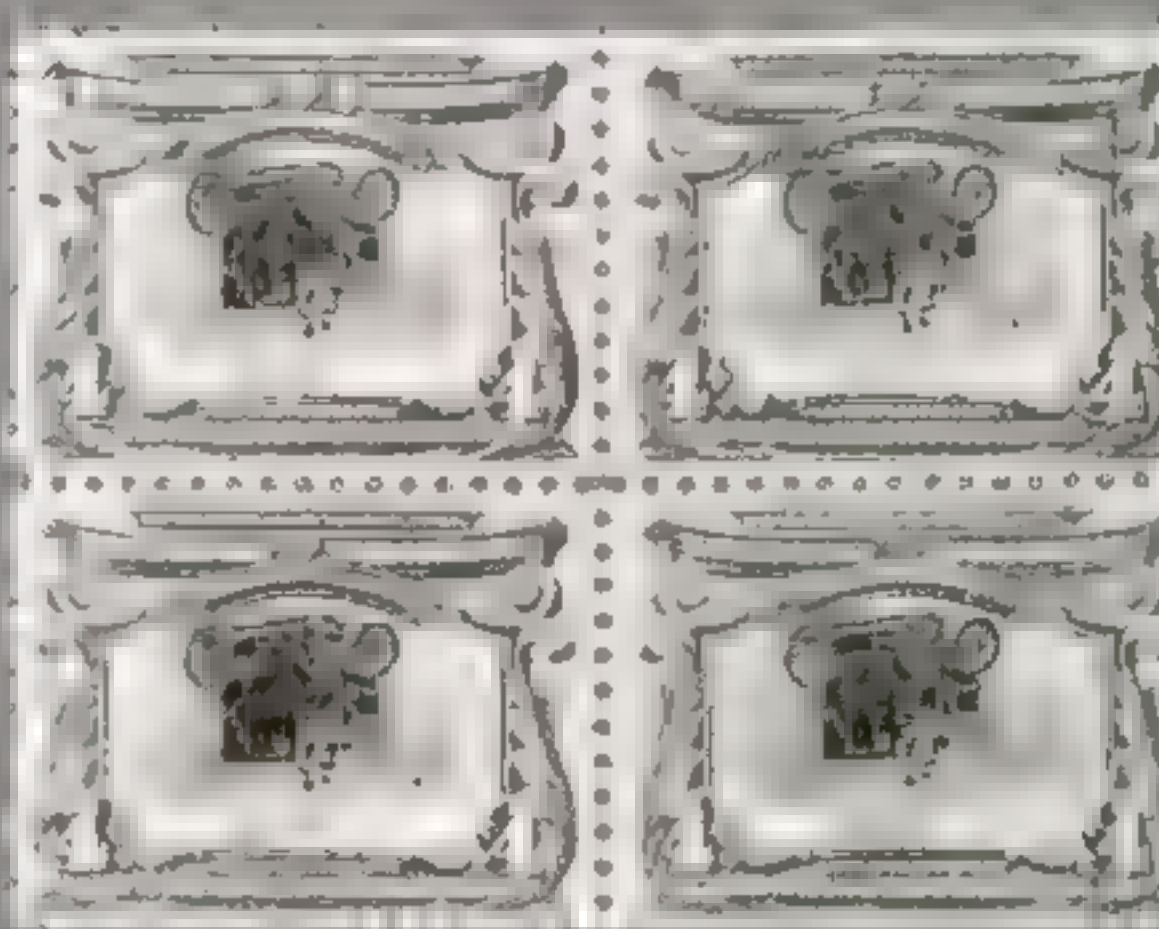
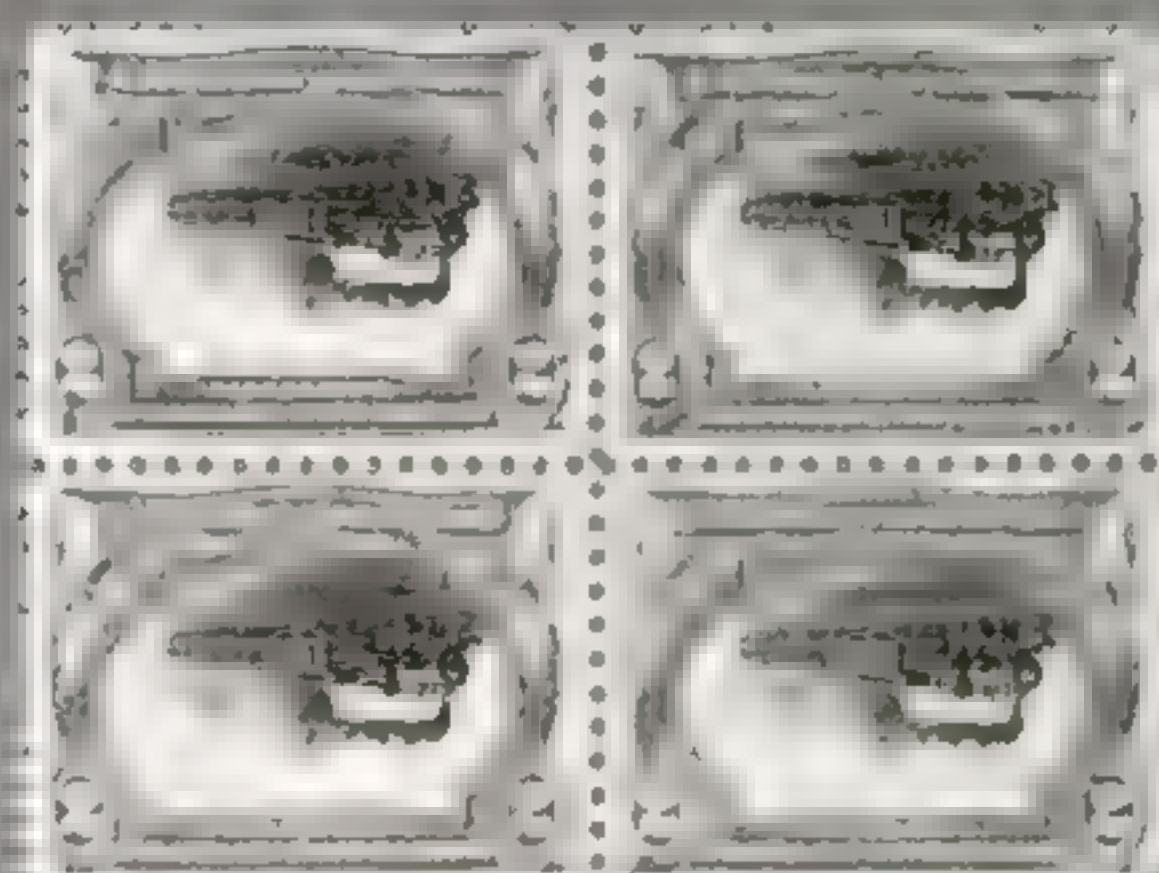
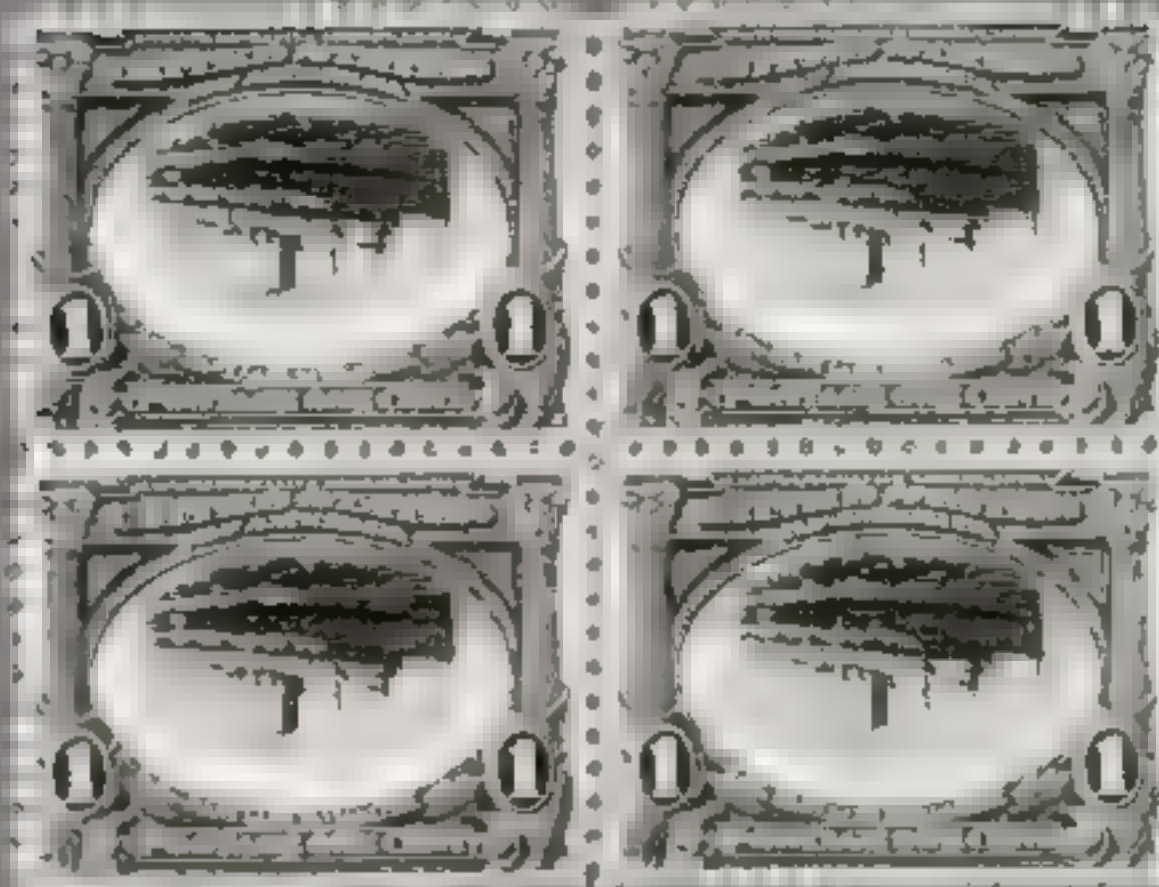
## U.S. ERRORS

Considering the 800 odd billion stamps it has issued since 1847, the U.S. has made amazingly few errors. The most famous ones are shown here. In 1862, when the first Lincoln stamps were printed, a few center vignettes were reversed. The same mistake was made in 1863, although one of those errors, on a four-cent stamp, was fortunate because the post office had erroneously declared that such an error existed and wanted examples for its archives. The last time a legitimate error appeared was on a 10-cent stamp. In 1961 a cross was left off one stamp, the only error in an issue of 99 million. By law U.S. stamps have been reproduced here one and a half times actual size in black and white.

1862 10c 10c 10c 10c



1901 INVERTS



1901 1c 1c 1c 1c







AT ABOUT \$40, YOU COULD SAFELY CONSIDER THIS CHROMSPUN WITH COTTON "AT HOME" GOWN A LONG-TERM INVESTMENT. IN BEIGE OR CHARCOAL WITH PINK CORAL.

## Your kind of "at home" clothes: color-locked CHROMSPUN with cotton

Wouldn't you love to look like this, not just on special occasions, but whenever you happen to feel like it? Well, now you can.

This hostess gown is fully as practical as it is beautiful. And that's because it's made of a totally new kind of fabric that combines the luxury look and all the locked-in color advantages of Chromspun acetate with the

cool comfort of cotton. Cotton alone was never like this. For this new fabric looks like rich damask, feels simply marvelous. It's slow to soil or wrinkle. And it dry cleans like a dream. Neither perspiration nor sunlight\*, nor gas fumes can dim its subtle color. You can even wash it if you want to.

The fabric illustrated is just one of the

glamorous new weaves born of this alliance between Chromspun and cotton. All particularly exciting because they are so wearable, so washable, so comfortable in summer dresses for yourself and clothes for your children. See them now in department and specialty stores everywhere. \*All Chromspun colors have passed Class L6, AATCC tests for light fastness

**CHROMSPUN** is the color-locked **EASTMAN** acetate fiber

EASTMAN CHEMICAL PRODUCTS, INC., SUBSIDIARY OF EASTMAN KODAK COMPANY, 260 MADISON AVENUE, NEW YORK 16, N.Y.



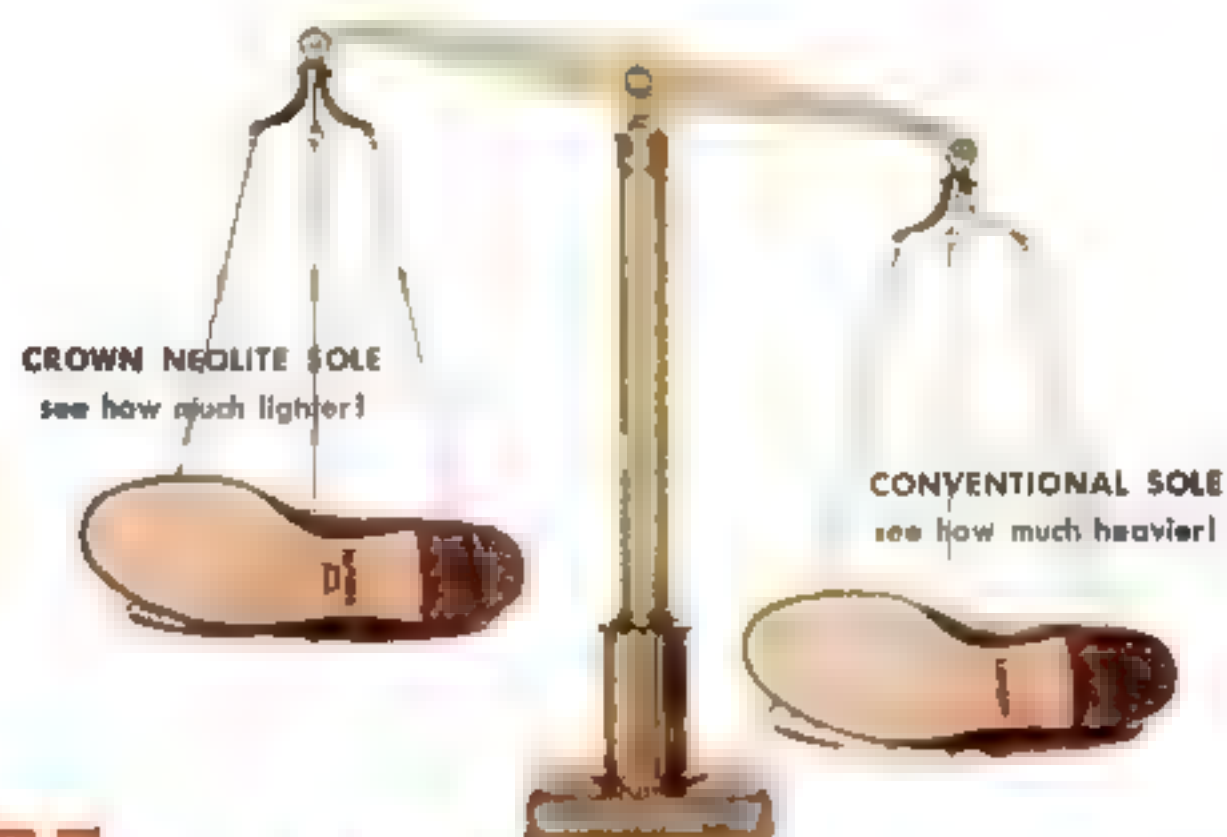


# Light 'n casual

**...soles that bring new comfort to casuals,  
new smartness to all your shoes!**

No wonder the fashion spotlight is on shoes with new  
**CROWN NEOLITE Soles!** They're so light . . . so trim . . . so dainty-looking.

Yet these amazing soles keep their shape  
so wonderfully they help your shoes stay smart-looking far longer!



## **NEW CROWN NEOLITE SOLES**

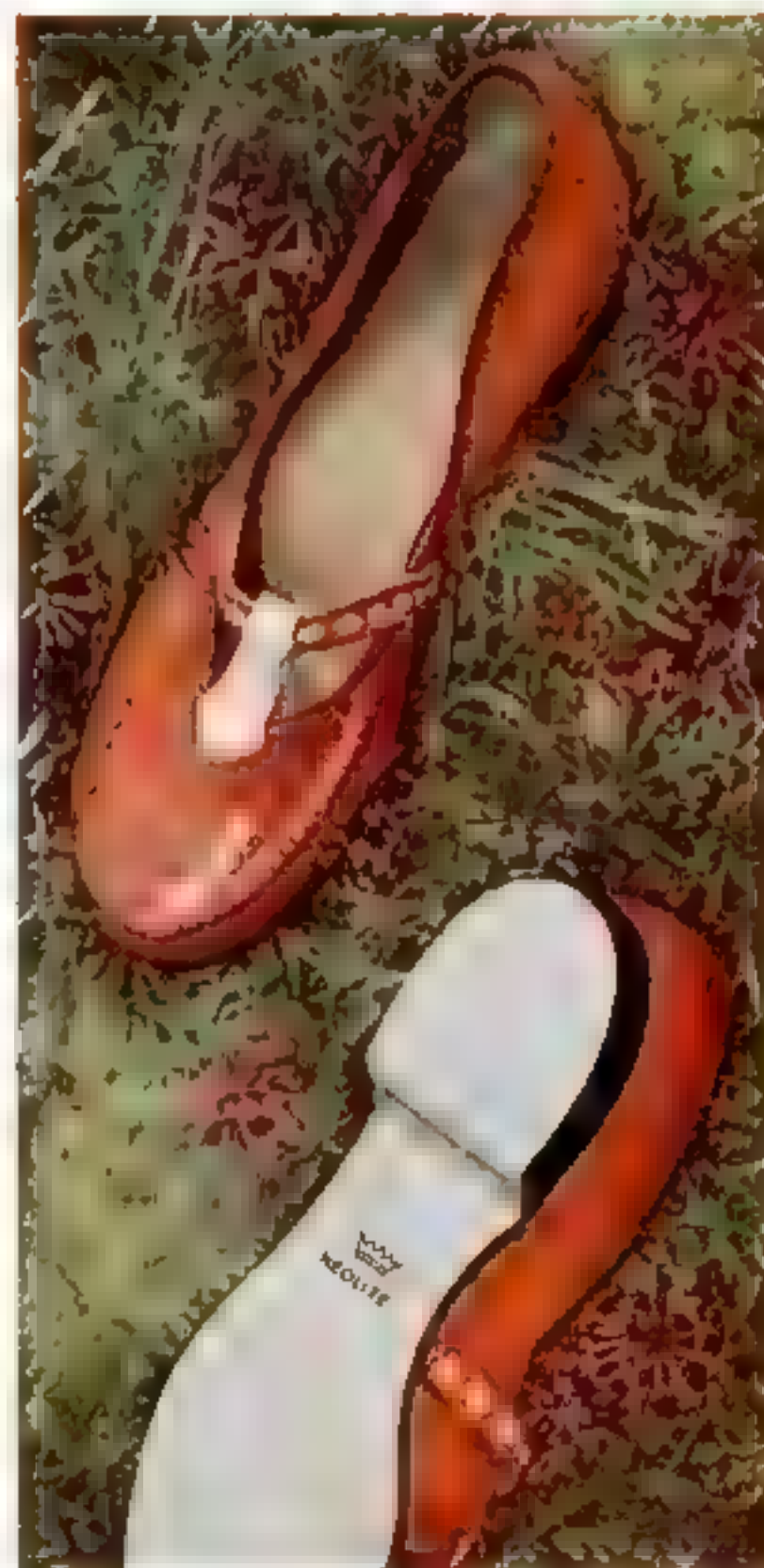
### **25% lighter!**

New **CROWN NEOLITE Soles**  
are so much lighter, so  
buoyant they make the  
whole shoe lighter, more  
comfortable!

### **Flexible as a shadow!**

You'll enjoy a whole new  
sense of walking ease and  
comfort in shoes with new  
**CROWN NEOLITE Soles.**  
*Step On It—and see!*

**Before you put your money down,  
be sure you turn the bottoms up!**  
Look for the name **NEOLITE**. Without  
that name, it's *not* the same!







Once there was a lady  
who didn't stop to think...  
that germs, the common household kind,  
were skulking in her sink!



Oh, sure—she cleaned it often,  
And she thought she cleaned it good—  
But obviously she didn't  
Use the cleanser that she should.



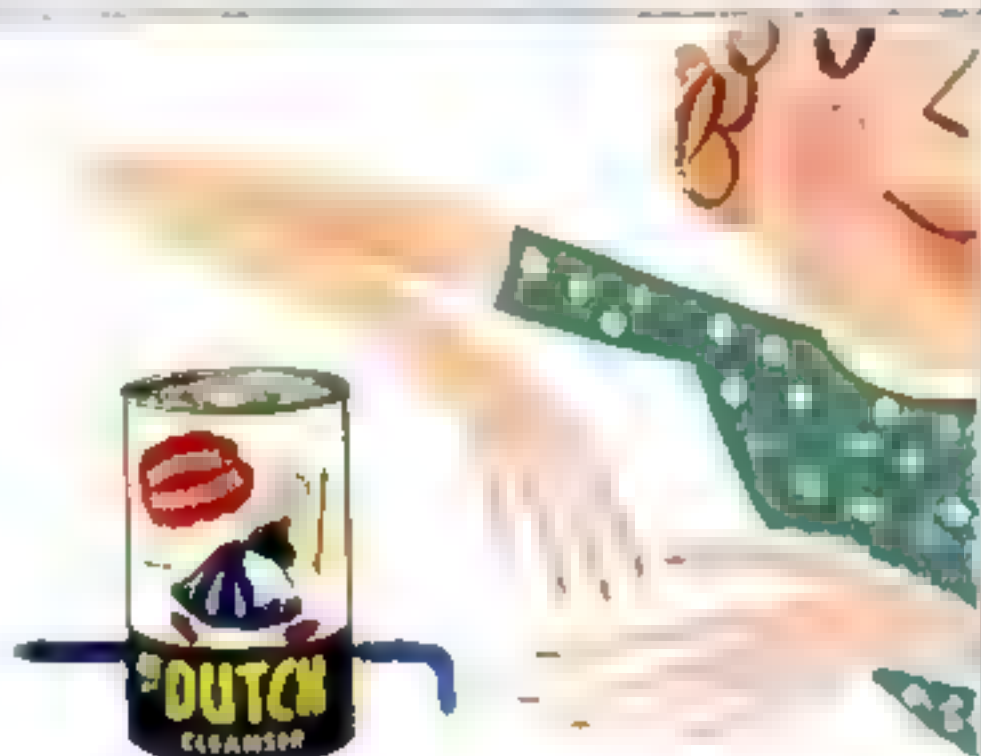
One lucky day the Dutch girl came  
And brought her up to date;  
She showed her how to *clean* her sink  
And—give those Germs the gate!



New Old Dutch Cleanser got to work  
With suds of sunshine yellow!  
They killed those common household Germs,  
Each last ill-fated fellow!



And New Old Dutch *killed odors, too!*  
And "Sunshine Suds" *cleaned faster!*  
In every way—on every day—  
Dutch proved a flabbergaster!



'Twas gentle to her pretty hands!  
It had a *pine-fresh* scent!  
In water hard—or water soft—  
Dutch worked its wonderment!



If you're a gal who likes things nice—  
With Dutch, you really strike it!  
It cleans so *slick* and cleans so *quick*—  
There is no cleanser like it!

When it turns to  
**SUNSHINE SUDS**  
you can see it go to work



The only cleanser  
that actually  
**DISINFECTS**  
and **DEODORIZES**  
as it **CLEANS!**

**NEW**  
Old **DUTCH**  
**CLEANSER**





THE FACE AND THE BACK OF A \$100,000 STAMP

# STAMP ALBUM WORTH \$1,000,000

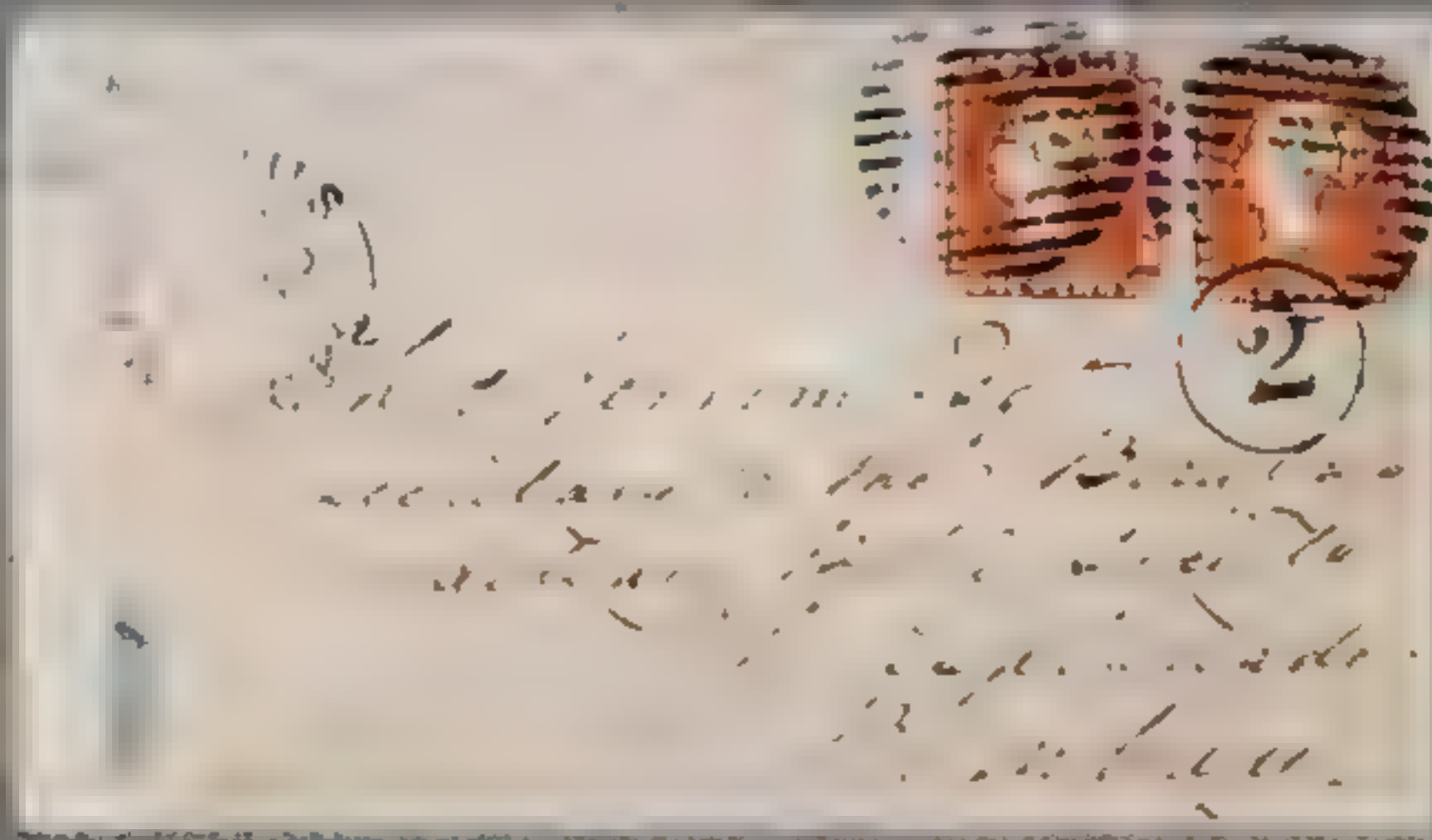
FOR FIRST TIME 'LIFE' BRINGS  
WORLD'S CLASSICS TOGETHER

For its size and weight the postage stamp above is the most valuable single object in the world. Costing only one cent when it was issued in 1856 by British Guiana, this stamp today could probably not be bought for less than \$100,000—10 million times its original price. The envelope below, which has only two one-penny stamps on it, has a valuation just as incredible—\$75,000.

Why anyone would pay such fantastic sums for such seemingly worthless scraps of paper is something that can be completely understood only by those avid hobbyists called stamp collectors, of whom there are 12 million in the U.S. alone. Rarity of a stamp together with its physical perfection are general basic standards of value. The rarity in many instances has been caused by inadvertent printing mistakes or "errors"—the wrong color of ink, an inverted center, a *tête-bêche* (a single stamp upside down in relation to another on the same sheet). But rarity alone is not enough to give great value. To become one of the world's premier classics a stamp, like a woman, must have that ineffable something called "desirability" which, when a man sees it, makes him willing to give up his money, risk his reputation, commit theft or even murder to possess it. The British Guiana, for example, is not a beautiful stamp. It is dirty, its corners have been clipped off, the penned initials of the postmaster scar its face. True, the stamp is unique, the only one of its kind known to exist. Yet other more attractive stamps are unique. Its irresistible fascination for collectors is an enigma.

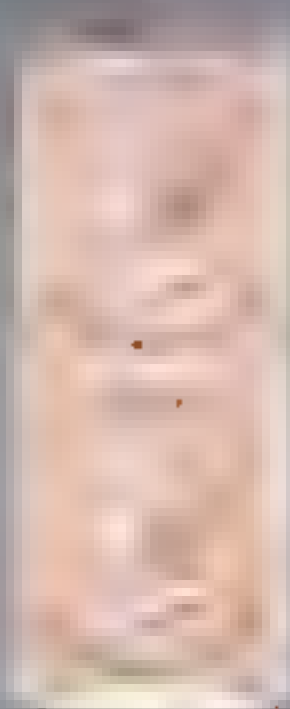
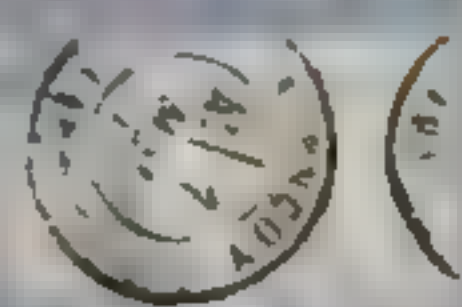
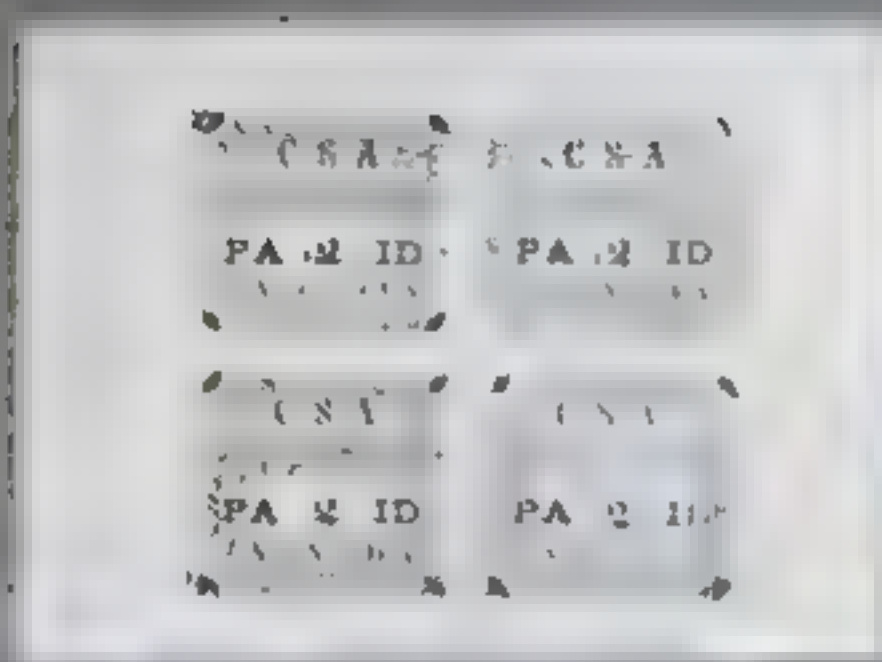
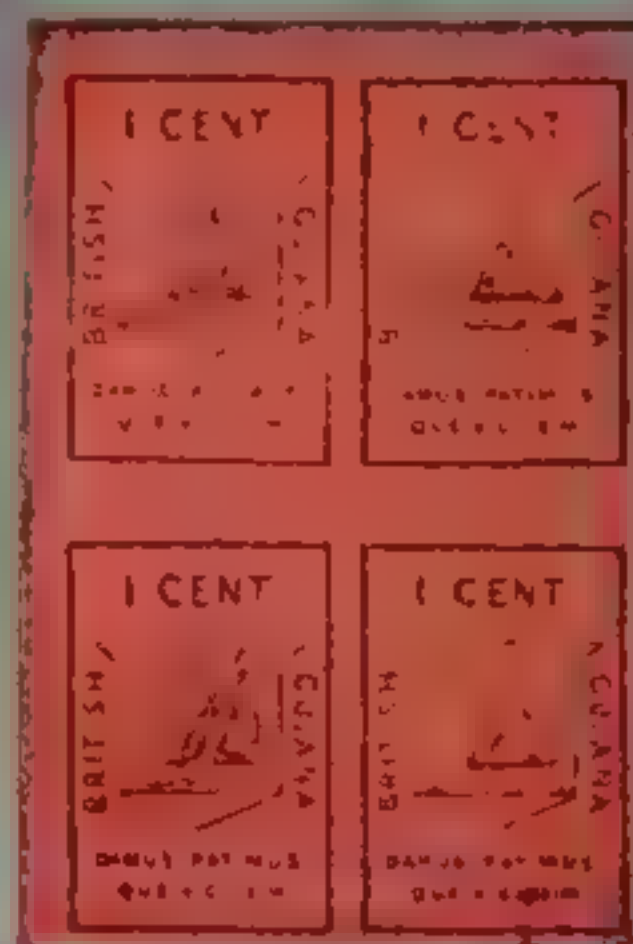
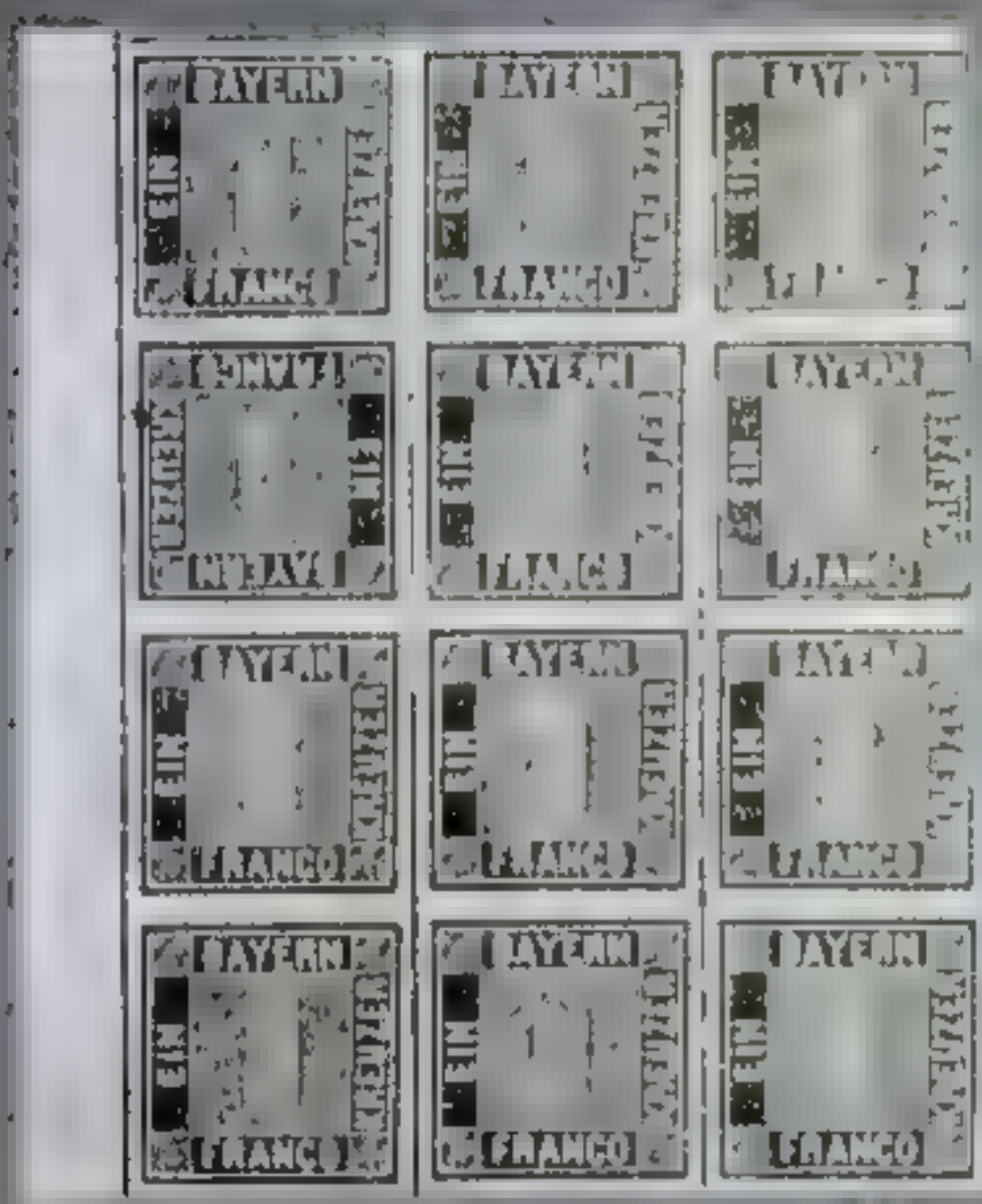
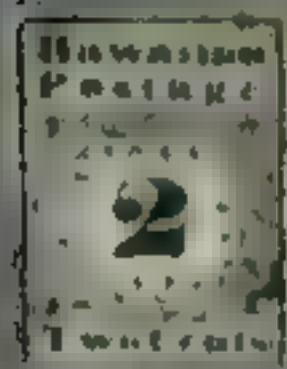
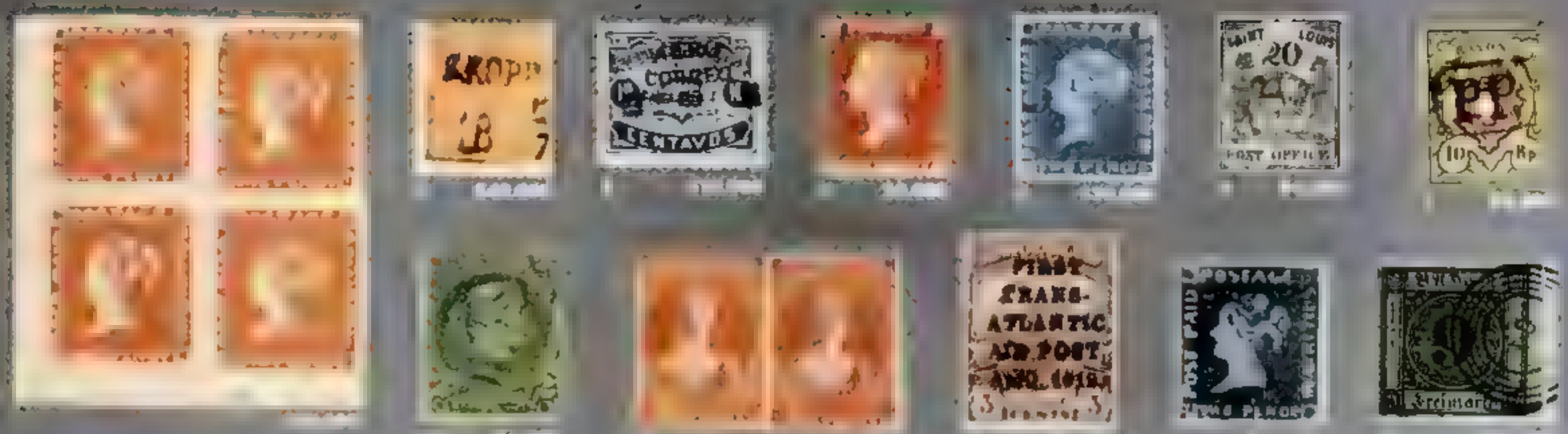
On the back (right, above) of the British Guiana are the marks of three owners, the fleur-de-lis of Count Philippe von Ferrary, the comet of Arthur Hind, the comet of the present owner. The name of the present owner is one of the world's best-kept secrets, anonymity being an idiosyncrasy of many collectors. He bought the British Guiana in 1940 through an agent, Finbar Kenny of J. and H. Stolow of New York. According to Kenny, not even the man's wife knows that he possesses it and LIFE had to negotiate through Kenny for permission to photograph it. LIFE does know who owns the Mauritius envelope below but has promised not to tell. It is the collector identified on the following pages by the pseudonym "Atlantius."

The assemblage of rare and valuable stamps shown in this article is unparalleled in publishing and philatelic history. Never in the 114 years since the postage stamp was invented has such a collection been seen, even at the great exhibitions in London, Paris and New York. Because of a U.S. restriction, most of these stamps have never been seen in color reproduction in this country. Some have never even been photographed before, even in black and white. In 1952 the U.S. lifted some of its restriction on reproducing foreign stamps in color, and LIFE spent two years making up this album. All of the stamps except those of the U.S. are shown here in actual size. LIFE's estimate of their value is over a million dollars, based on past sales as well as present retail prices. But each stamp is so treasured by its owner that no one man could buy all of them at any price.



STAMPS ON \$75,000 ENVELOPE WERE ISSUED IN 1847 BY POSTMASTER OF BRITISH ISLAND OF MAURITIUS









FERRARI WAS WORLD'S GREATEST COLLECTOR

## 'YOU JUST DON'T KNOW WHAT STAMPS CAN DO TO A MAN'

The great collectors of stamps were all men of passion. If they did not have passion when they started collecting, they soon developed it, for there is no mistress so demanding as stamps. "You just don't know what stamps can do to a man," says one collector almost breathlessly. "Stamps are an addiction for which there is no cure," explains another. "No real collector ever sells his stamps in his lifetime—unless it is to buy more stamps." Sixty or 70 years ago, when the first great collections were being built, there were many fewer stamps than today, but even then no man could have satisfied the passion for completeness which has been the overpowering drive behind every great collector. Every country in the world except Bhutan in the Himalayas has issued stamps. There are now about 150,000 different kinds of stamps and the chances of any one man's collecting at least one copy of each is hopeless.

By far the greatest collector of all time was Count Philippe von Ferrari, a mysterious man who owned, among many others, about 75% of the stamps on the preceding pages or their duplicates. Ferrari was born in 1848, the son of the Duke of Galliera, a rich Italian banker and shipbuilder. His mother, who had inherited vast Italian real estate holdings, was one of Europe's wealthiest women. Because the Duke and Duchess of Galliera were much sought after for financial and social favors, King Louis Philippe and Queen Marie Amélie of France gladly accepted the offer to be godparents of young Philippe when he was baptized. Philippe, named for the king, grew up to scorn his father, who was somewhat of an authoritarian. When the duke died and his widow for the first time entered his library, which had been forbidden her, she found 1,000-franc government bonds stuffed into 300 sumptuous book covers—a total of three million francs or \$579,131. Ferrari reportedly refused to accept any of his father's money, most of which was given to charity.

Philippe was a highly intelligent but nervous and sickly child. When he was about 10, to keep him from brooding, his mother introduced him to stamps. As he grew up he showed no interest in wine, women or the race track, the normal diversions of the day for a man of his means and social status. With trusted aides to look after the \$25 million estate inherited from his mother, Ferrari spent all his time and energies hunting stamps. He went around wearing an old Basque beret, dirty pants full of holes and cheap, rope-soled shoes. While he was out searching for stamps, dozens of dealers would come hunting for him at his Paris home, where they would be interviewed by Ferrari's private stamp curator. Every Monday morning the count's treasurer would come into the curator's room and impale 50,000 francs in notes (about

CONTINUED ON NEXT PAGE



## Long Distance calls now cost you less

**Recent reduction in federal excise tax  
means a substantial saving for you  
on every Long Distance call**

The reduction in the excise tax from 25% to 10%, voted by Congress, is good news for Long Distance users.

It means that every Long Distance call—to anywhere in the country—now costs you less than it did before April 1.

Basic rates remain the same. What you save is the difference between the old and the new tax. Every bit of the tax reduction goes to our customers. The telephone company does not retain any part of it.

Now it costs you even less to keep in touch by telephone.

**Don't Wonder • Don't Worry • Call today and be sure**

### LONG DISTANCE RATES ARE LOW

Some typical examples:

Philadelphia to New York . . .	40¢
Indianapolis to Cincinnati . . .	40¢
Cleveland to Chicago . . . . .	75¢
Dallas to Atlanta . . . . .	\$1.20
San Francisco to Washington . .	\$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the new, lower federal excise tax of 10%.

**LOW RATES FOR SIMILAR DISTANCES  
ALL OVER AMERICA**



**BELL  
TELEPHONE  
SYSTEM**



This family selected for Mother the distinctive engine-turned Zippo, with a quiet, tasteful design delicately executed on high-polish chrome. \$5.75. Both men and women cherish this model.



Queen on HER day! Breakfast in bed...and a Zippo as a surprise gift!

## Mother's no mechanic!

### Give her **ZIPPO**...it always lights

Surprise and delight Mother with a different kind of gift—her own personal Zippo lighter.

She'll love it because it lights with wonderful ease, always. No triggers, buttons or latches to get out of order. Easy to fill. And Mother can change a flint easily without fracturing a finger nail.

Pick the Zippo that suits her best from a wide and beautiful variety—gleaming chrome, real leathers, sport and hobby designs.

Every Zippo carries this remarkable guarantee: if ever, at any time, a Zippo fails to light easily and perfectly, we will quickly put it into perfect working order absolutely free.

# **ZIPPO®**

GUARANTEED TO WORK FOREVER

Zippo Manufacturing Company, Bradford, Pa.  
In Canada: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ontario

ZIPPO FLUID AND ZIPPO FLINTS MAKE ALL LIGHTERS WORK BETTER



#### ZIPPOS ARE FOR EVERYONE

Father's Day is on the way, too. Suit his hobby with this richly handsome model. Choice of Trout, Mallard, Pheasant, Horse, Setter, Sailfish, Sloop in rich ceramic colors on high-polish chrome. \$8.50. Other Zippo \$3.50 to \$210, tax included.



COLONEL GREEN, though reminded by his miser mother that Jesus rode an ass, had seven cars with high roofs so he could get out easily with cork leg.

## STAMPS CONTINUED

\$10,000) on a series of nails on the curator's desk. This was for the week's purchase of stamps.

But even for a man of the count's wealth and dedication, the quest for philatelic perfection was hopeless. For most countries he was able to ferret out one of almost every type of stamp issued, but when he came to the native Indian states and South Australia, which had issued almost 2,500 different stamps under the most obscure conditions, he was stumped. There was not enough time in a man's life to secure all these stamps. He was returning to a Lausanne hotel in a taxicab in 1917, after visiting a Swiss stamp dealer in the hope of finding at least one more missing item, when he suffered a heart attack and died.

Though Ferrari's collection was willed to the Berlin Postmuseum, it was seized and sold by the French government as part of the war reparations. Collectors from all over the world flocked to Paris and bid fiercely. They paid a total of \$1,632,524, a fantastic figure for the day though the same stamps today would probably fetch three times that amount.

The nearest American equivalent of Ferrari was Colonel Edward Howland Robinson Green. By the time Green started saving stamps the challenge to complete a world collection was even greater than for Ferrari because thousands of new varieties had been issued. The colonel never had Ferrari's philatelic knowledge and taste but his collection, like its 290-pound owner, was noteworthy for sheer size. Green, born in 1868, was the son of Hetty Green, the famed Wizard of Wall Street. One of the world's wealthiest people, Hetty was also one of the stingiest. When her son injured his knee sledding down a hill, she dressed him in rags and applied for charity treatment at a hospital. The doctor, recognizing her, refused to treat the boy without payment, whereupon she tried to treat the leg herself. Eventually it had to be amputated and Green walked the rest of his life on a cork leg.

Hetty's son spent money with the same delight that his mother hoarded it. He accumulated radios, pretty girls, airplanes, automobiles and, finally, stamps. Green had promised his mother he would not marry until he was 40 (he married at 49) but this did not prevent him from flying the chorus lines of musical shows down to his Miami home for weekends of revelry.

### Curb service for the colonel

One day, having shown almost no previous interest in stamps, the colonel walked into a dealer's shop and asked to be shown several ready-made collections. After giving them a once-over he told the amazed proprietor to wrap up the whole lot. As he became more obsessed with stamps and the challenge they represented, he spent many hours each week down on New York's Nassau Street—then the headquarters of the stamp trade—often sitting in his car while the dealers brought their wares out to him. On one busy day of buying, his bill added up to \$77,000. At his home on 90th Street he had a full-time staff sorting out his purchases. To examine his stamps better he spent \$20,000 on a magnifying glass four feet in diameter. When Green's stamps were sold in the early 1940s after

CONTINUED ON PAGE 52





## STATE OF MIND...



## ...AND THE STATE OF THE NATION

Perhaps far more than we realize, the state of our nation depends on our state of mind.

For if false fears can incapacitate an individual, they can do the same to a country, which is made up of individuals.

The people of Union Oil believe in America and its ability to continue to furnish the highest standard of living ever achieved by man.

We are backing this belief this year with a nearly \$100,000,000 vote of confidence which calls for new wells, new products, new plants, new refineries, new tankers, new trucks, new tools, new processes.

All of this will help to create new jobs and new opportunities in the years ahead.

All of this should help to create a state of mind that is good for the state of our nation.

UNION OIL **76** COMPANY  
OF CALIFORNIA



*Buy American and protect your standard of living*



Like 'em? You'll love 'em!  
For value, looks, wear

# Oshkosh B'gosh BRONKS



Smart cowboy styling, husky Sanforized denim, shrinkage less than 1%.

Super-reinforced with scratch-proof copper rivets, strong stitching that will outwear the pants.

Buy BRONKS your size—they never shrink!

• **HIS** rugged 11-ounce Western denim, zipper fly. Sizes 27 to 36 waist.

• **HERS** styled like his but cut for you with zipper fly front for extra smooth over-hip fit. Strong 8-ounce Western denim. Sizes 23 to 32 waist.

• **TOTS** just like big brother's or sister's. Same sturdy denim, long wear, neat fit. Ages 1 to 12.

BRONKS, men's, boys', women's, girls', are a specialty of Oshkosh B'Gosh, famous for over a half century as makers of "The World's Best Work Wear"

At your Oshkosh B'Gosh dealer's, or write

**Oshkosh B'gosh Inc.** OSHKOSH, WISCONSIN



TWO CONNOISSEURS, H. R. Harmer (left) and Maurice Burrus, savor album of covers. Burrus, an Alsatian, made fortune manufacturing cigars.

## STAMPS CONTINUED

his death, they brought \$3 million, an all-time record for the sale of a single collection.

Green's closest competitor on the American scene was Arthur Hind, multimillionaire plush manufacturer whose collection was even more outstanding. Hind made plush for car seats in his factory in Clark Mills, N.Y. at a time when the automobile industry was just beginning to boom. He prospered so quickly and easily that he became bored and sought diversions. At his partner's suggestion, he took up stamps, starting out by buying a batch of 12,000 varieties for \$3,000. Once introduced to stamps, he was enmeshed.

A self-conscious rich man, Hind flaunted both his money and stamps, paying \$32,500 at the Ferrari auction for the famous British Guiana one-cent (page 85), the highest price ever paid up to that time for a single philatelic piece. Hind built up the best collection of U.S. stamps ever assembled, but still not satisfied, he traveled around the world many times hunting for foreign rarities. He bought whole collections as if he were buying lollipops—\$50,000 for Hugo Griebert's Spanish collection, \$63,000 for a French collection, \$170,000 for one of the collections of Joseph Duveen, the famous art dealer.

When Hind died in Miami in 1933, at the age of 77, his estate, reputedly worth many millions of dollars, consisted of real estate, stocks and bonds, and only incidentally, stamps—or so the executors thought. Excluding the stamps, the other properties brought only \$933,789 on a depression market. The stamps were sold for almost a million dollars, most of them being purchased for a London syndicate by H. R. Harmer, a British stamp professional. Mrs. Hind kept back the famous British Guiana one-cent and sold it in 1940 to its present owner at an undisclosed price, but certainly for much more than the \$32,500 her husband had paid for it. The present owner, who has built up, among others, a collection entirely of British Guianas, is not interested in selling the one-cent—not even for its present estimated value of \$100,000.

H. R. Harmer, who bought and then auctioned most of the Hind stamps, has been to philately what Henry Duveen was to art. Now 84, and the world's oldest bigtime stamp professional, Harmer has sold more than \$40 million worth of stamps. He still circumnavigates the world, doing business on four continents, often traveling in his own 80-foot yacht. During the '20s and '30s he hobnobbed with European royalty and Indian maharajas, encouraging their interest in stamps. He had one sales argument that always worked when others failed. He would hint to the monarch or prince that if His Highness should have to leave his country suddenly, stamps would be much more convenient to take with him than the crown jewels. In any country stamps were as good as gold, he argued, and by the simple expedient of selling a few choice items now and then even an ex-king could continue to live practically like a king.

Some of the heads of state to whom Harmer sold stamps were Alfonso XIII of Spain, two kings of England, Carol of Romania, Fouad of Egypt and his son Farouk, the Maharaja of Bhawalaphur and one of the White Rajas of Sarawak. Carol followed Harmer's advice and took his stamps with him when he went into exile. Farouk, a stamp dilettante, foolishly left his collection behind in Cairo when he was exiled in 1952.

CONTINUED ON PAGE 100



Now—the most exciting new 35<sup>mm</sup> camera  
at a most exciting new price...

## argus a-four

now  
only **\$32<sup>50</sup>**

Case \$3.95 Flash \$3.00

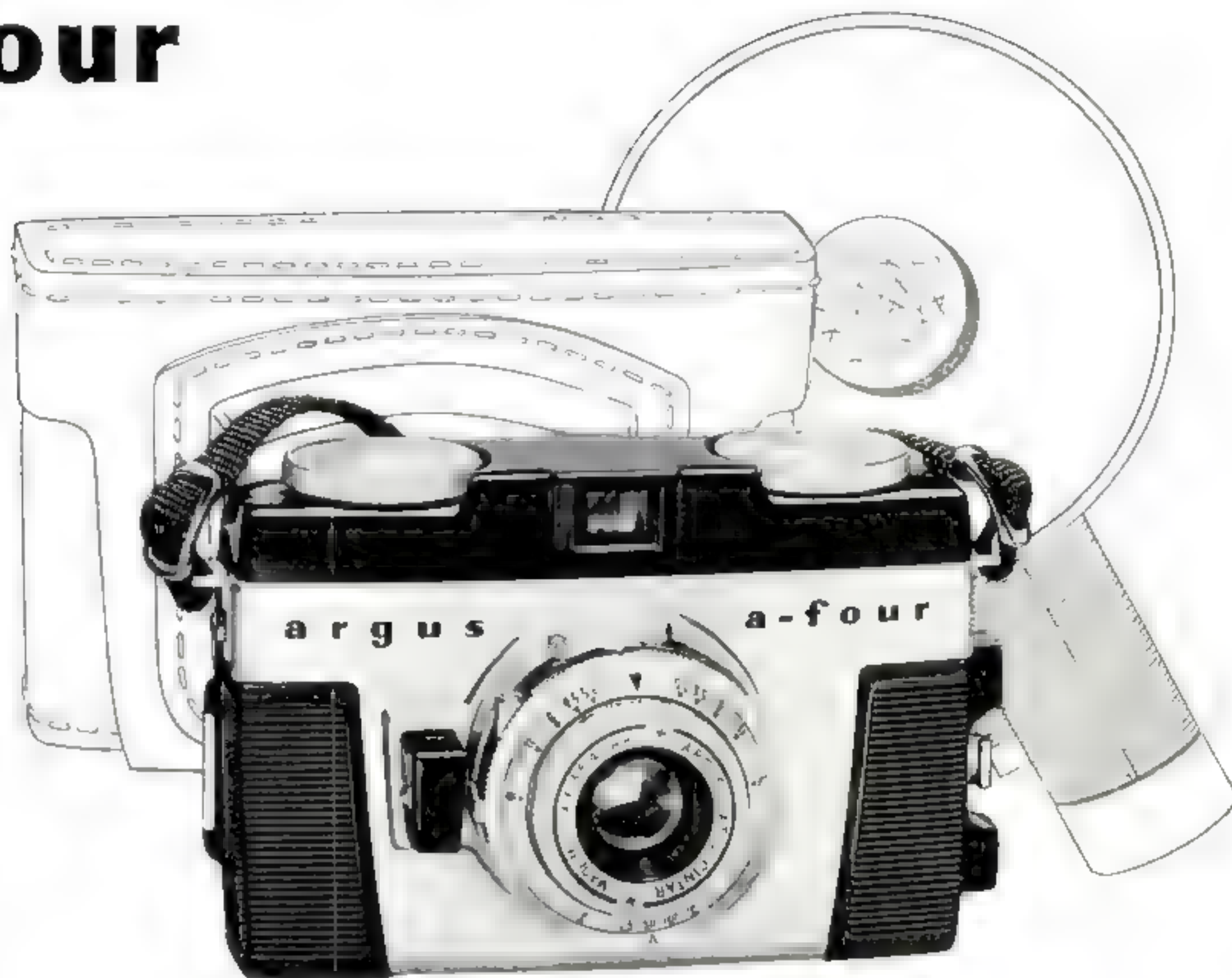
*The Fastest American Lens  
in its price class!*

No need to put off the pleasures of 35mm photography another day! Now you can own a fine-quality 35mm camera at the lowest price ever!

The A-Four is really three cameras in one. Because with it you'll get dazzling color slides, crisp black-and-whites, brilliant flash pictures—all three either indoors or out!

And the A-Four brings you features usually found only on far more costly cameras—the Argus Cintar f:3.5 lens, for example; shutter speeds up to 1/200 second; a safety device that prevents double exposures; and built-in flash synchronization—the flash gun plugs right into the camera—no fuss, no dangling wires.

These precision features make picture-taking a pleasure, and the results a delight! Compare them with any other 35mm camera in the A-Four's price range. Once you're an A-Four owner, you'll become an A-1 photographer—right away!



"AND LOOK HOW EASILY  
THE FLASH GUN  
PLUGS RIGHT INTO  
THE CAMERA...  
LIKE PLUGGING  
IN YOUR IRON!"



"SO LIGHT AND EASY TO CARRY-AND  
IT'S SO SIMPLE TO USE I CAN'T HELP  
GETTING BEAUTIFUL COLOR SLIDES  
EVERY TIME"

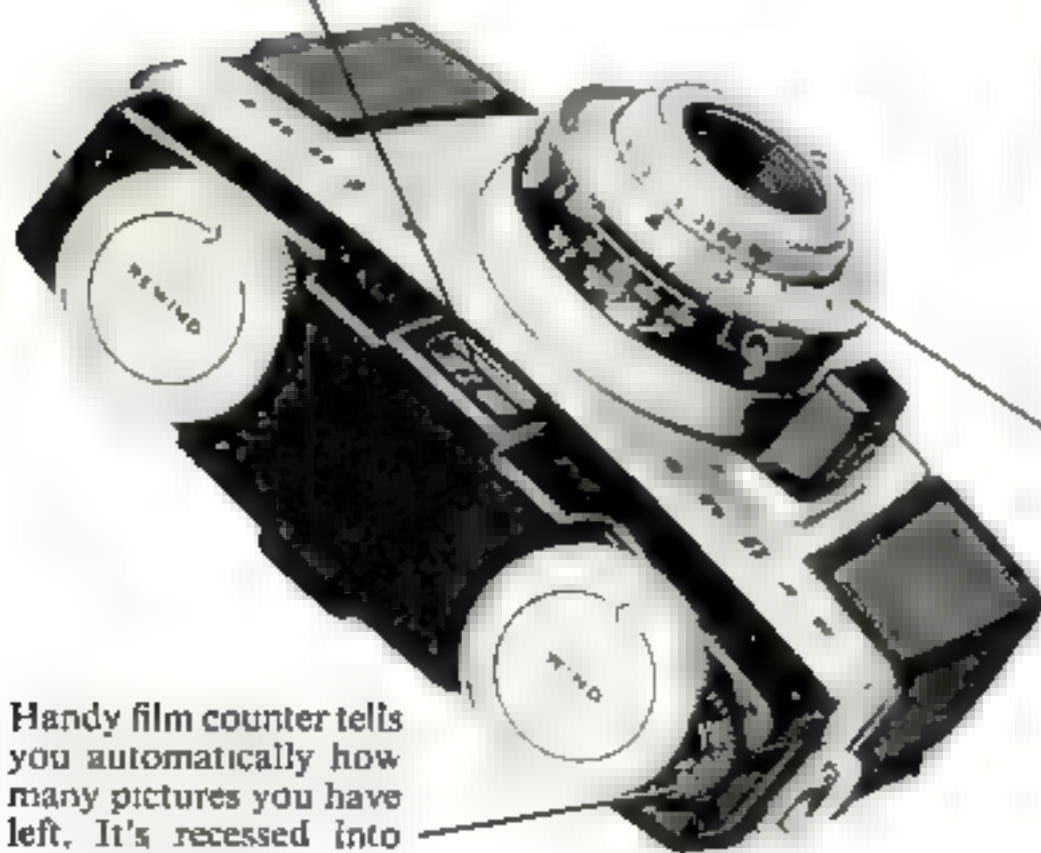


**No other camera in the A-Four's  
price range gives you all  
these expensive-camera features:**

- Cintar f:3.5 lens—fastest American lens in this price range
- Shutter speeds up to 1/200 second—to insure clear action shots
- Double exposure preventer—saves film
- Plug-in flash gun—no dangling wires
- Automatic film counter

Ask your dealer—you'll see that Argus A-Four gives you more quality features—at a lower price! That's why it's "the most exciting 35mm camera value in years!"

Big optical glass viewfinder gives you a bright preview of your picture. Just sight... then shoot!



Handy film counter tells you automatically how many pictures you have left. It's recessed into the camera body.

Easy-to-read markings let you see all your settings at one glance from shooting position—no twisting, no turning, no squinting—you can quick set your A-Four almost instantly for any picture-taking condition.

# argus

Manufacturers of precision photographic and optical instruments

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*A luxury  
that actually  
does you good!*

**New after-shave blend—with two special ingredients—gives you protection you can actually feel! and a light, fresh scent that stays with you!**

It gives you a wonderful *feel* of luxury . . . clears your head, brightens your morning! But, more . . .

Two special ingredients in Aqua Velva's blend do you a more serious service—they help protect you from infection, protect you from rough, raw shaves!

Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) Here, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

Get the new Aqua Velva—now at better drug counters. For the well-groomed man, a 5-second dash makes the perfect finishing touch to your daily shaving interval.

## STAMPS CONTINUED

The head of another state, Franklin Delano Roosevelt, felt stamps were almost as necessary to his well-being as air. Roosevelt could almost never throw away a stamp and kept most of the thousands given him by individuals and governments, regardless of their value or condition. His Postmaster General, James A. Farley, indulged Roosevelt's interest by letting him help with the designs. At least two stamps were completely designed by Roosevelt—the 1933 Admiral Byrd and the 1934 joint air-mail special delivery. High-brow philatelists often referred to Roosevelt's collection as "junk." But the "junk" was sold after his death by H. R. Harmer for \$221,000.

As philatelists multiplied over the world and competition for stamps became keener, foul means as well as fair were employed to get hold of them. In Paris a man named Aubert used a rich, beautiful young woman to entice Julien Delahaëf to an apartment, claiming that she was a connoisseur of stamps. Once in the apartment, Delahaëf was struck with an ax and his stamps stolen. In Holland one prepossessing fellow agreed to elope with the wife of a wealthy Dutchman on condition that she would bring along her husband's stamps. As soon as the scoundrel had his hands on the stamps he abandoned the poor woman and fled to France. To prevent stamps from being stolen from his auction rooms, Dealer H. R. Harmer has had special windows built into the walls through which detectives outside the room can peer and observe the auction rooms without being seen. "This can sometimes be very embarrassing," says Harmer, "because usually the thief is some titled or prominent person and there can be absolutely no question of taking him to court."

### No titans today

Philately is now more than 100 years old and shows absolutely no signs of declining. It is the most popular hobby in the world today and in the U.S. is second only to photography. There are no titans like Ferrari with ambitions to own every kind of stamp in the world and no swashbucklers like Green or Hind. Today there are perhaps only three men who have truly great collections worldwide in scope: Theodore Champion of Paris, Maurice Burrus of St. Croix-aux-Mines, France, and the anonymous "Pacifcus" mentioned previously. Most ambitious collectors specialize. Theodore Steinway, the piano manufacturer, for example, concentrates on stamps connected with music. Mrs. Fay Jordan of New York City collects only stamps of violet color, which she calls her "bunch of violets." With specialization, philately has also become more exacting, much more attention being paid now than formerly to the condition of the original gum on the back of the stamps, the centering of the design with relation to the perforations, and other details.

As more and more collectors come into the field, increasing demand, the prices of rare stamps will probably go even higher. The number of rarities available is extremely limited even though there are sources of supply which have not yet been fully exploited. Hiram E. Deats of Flemington, N.J. has found some of the choicest U.S. Postmaster Provisionals and Confederates by digging through old trunks and attics and by going through the files of old business firms. Once, looking for rare revenue stamps, Deats bought 10 carloads of waste paper from the U.S. Treasury and spent a year methodically searching through it. In Philadelphia the banking firm of Charnley and Whelan sold its old correspondence to a paper firm for \$50; later stamps retrieved from the letters were sold in different transactions for a total of around \$100,000. With few exceptions, nearly all of the great rarities shown on the preceding pages have been retrieved from so-called debris, sometimes just as they were about to be thrown into a furnace.

—CLAUDE STANUSH

## ACKNOWLEDGEMENTS

LIFE wishes to acknowledge with thanks the assistance of the following in preparing this essay on stamps: Alex West, who acted as technical adviser; J. & H. Stolow Inc., who contributed the stamps used on the cover and most of those on page 92; Gordon Bailey, Oscar Lichtenstein, George Birch Wray, F. W. Kessler, Harold Kaye, Herbert Bloch, Raymond Weil Company, Bruce Daniels, John Fox, Ida Mechanick, Philip Ward Jr. and H. R. Harmer Inc., who together contributed the stamps on pages 91, 92, and 93; Ernest Kehr, Ethel Harper and The Philatelic Foundation for background research.

CONTINUED ON NEXT PAGE



# Suppose you came home—To This!

*A Statement from the Chairman of the American National Red Cross*

No one knows where or when disaster will strike. The series of savage tornadoes that smashed a dozen American cities last year proves that. Three of those cities—Waco, Texas; Vicksburg, Miss. and Worcester, Mass.—had never experienced a major tornado catastrophe. Most residents considered themselves immune.

But no one is immune. The people of the United States on the average suffer 300 disasters a year. Some of these are small, affecting only a few families. Others engulf whole cities or the countryside surrounding them.

A recent survey shows that in a 30-year period there were 1,007 tornado disaster operations in

which the American people, through their Red Cross, gave assistance at a cost of \$22,425,545. In those disasters 3,430 persons were killed, 20,884 were injured, 21,245 buildings were destroyed and another 28,235 were damaged. In all, 52,568 families suffered losses.

Since none of us is immune to disaster, we must be ready at all times. The Red Cross carries on an unceasing program of preparedness against catastrophe. It calls upon the citizens of every community to help with this work, and thus, through organized effort, to help themselves.

Through 70 years of disaster experience, the

Red Cross knows that Americans want to use their own resources—of which insurance is an essential item—to recover from the effects of disaster before they look elsewhere for help. Red Cross assistance, therefore, is designed to meet immediate emergency needs of victims and to help those families unable by other means to repair, rebuild or refurbish their homes, and to obtain necessary medical care.

*Good preparedness dictates the wisdom of building ample resources against disaster.*

**E. ROLAND HARRIMAN**

*Chairman, AMERICAN NATIONAL RED CROSS*



**PREPAREDNESS** for Disaster. That is the watchword of the fire insurance companies comprising the National Board of Fire Underwriters.

They are ready to aid those home owners who have had the foresight to prepare—through adequate property insurance—for disaster. Through their "Catastrophe Plan," these fire insurance companies go into action immedi-

ately when disasters such as tornadoes, hurricanes, explosions or fires strike.

Large staffs of adjusters are rushed to the scene. Every effort is made to speed the payment of claims so that you can restore your home and business and regain your livelihood.

Start planning now . . . to make sure that you—through insurance—are prepared when disaster strikes.

**THE NATIONAL BOARD OF FIRE UNDERWRITERS**

*A Public Service Organization Maintained by 216 Capital Stock Fire Insurance Companies*

85 John Street, New York 38, N. Y.



# Now...Beauty and Comfort a room air conditioner that **FITS FLAT WITH THE WALL...no bulge IT'S A MITCHELL**



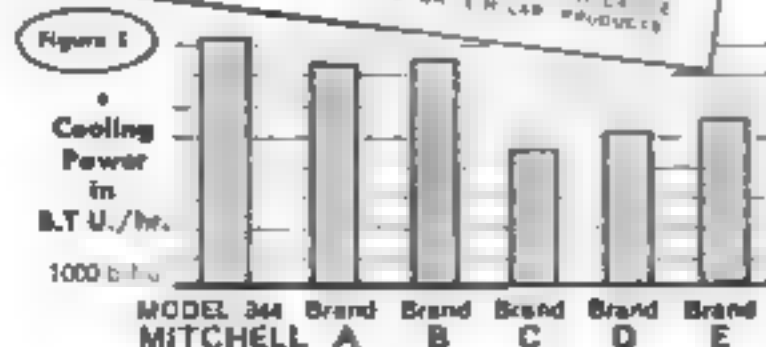
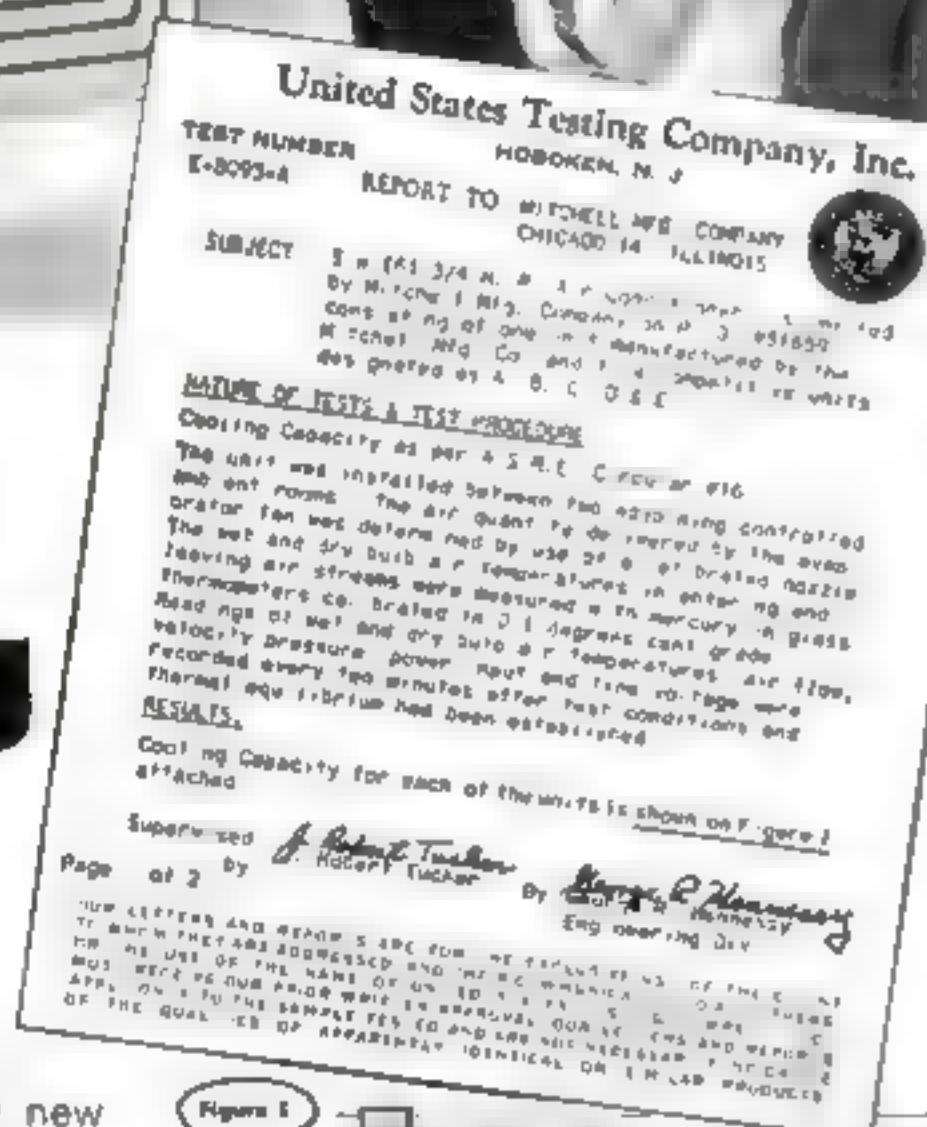
the Brand\* rated  
**First in  
Cooling  
Power**  
by this Independent  
Laboratory Test

Look again at this revolutionary new space saving Mitchell Room Air Conditioner. There's nothing like it for performance and styling. It fits neatly in your window and does more for you than any other Room Air Conditioner with the easy to operate single-knob Weath'r-Dial... it has cooling power to spare for matchless summer comfort. It filters, it dehumidifies, it circulates, it ventilates, and even heats for winter days to follow. It alone has all the superior features, the extra value you've been looking for... at no extra cost. It's a Mitchell.

Write today for free full color booklet.

there's a Mitchell dealer near you... Look under  
"Air Conditioning" in the classified pages of your phone book

MITCHELL MANUFACTURING CO. • Dept. 16, 2525 Clybourn Ave. • Chicago 14, Ill.  
In Canada: Mitchell Mfg. Co., 19 Waterman Ave., Toronto, Canada

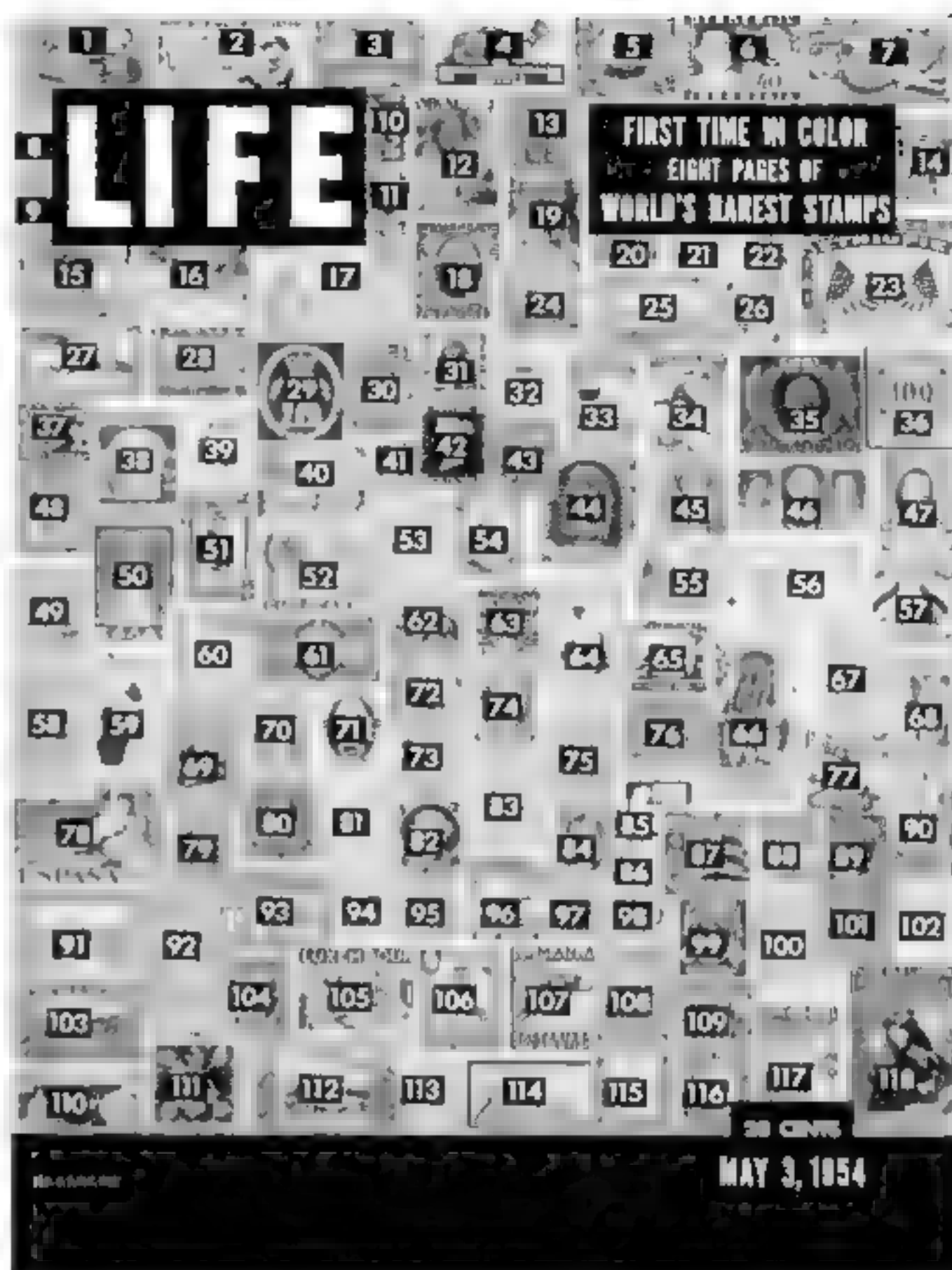


\*results based on test of a 1/4 h.p.  
unit of 6 leading brands.

## MITCHELL

the world's finest  
room air conditioner

## STAMPS CONTINUED



## GUIDE TO THE COVER

LIFE's cover, crammed with 118 stamps, shows the universal scope of the subject matter of stamps—war and peace, heroes and villains, religion and sex. With one exception these stamps can be bought by schoolboy collectors—the Falkland Islands Penguin costs \$25, but the average cost for the others is about 30¢ apiece. Above is a reproduction of the cover with stamps keyed by number to the identification below.

1 Yemen, 1918; 2 unrecognized South Moluccas republic, 1952; 3 Latvia, 1932; 4 Eritrea, 1931; 5 Barbados, 1906; 6 Indonesia, 1946; 7 Armenia, 1921; 8 Victoria, Australia, 1901; 9 South Australia, 1883; 10 Norway, 1925; 11 Liechtenstein, 1927; 12 Belgium, 1931; 13 Queensland, Australia, 1903; 14 Libya, 1930; 15 Siam, 1929; 16 Isle of Coco, 1930; 17 French Equatorial Africa, 1912; 18 Austria, 1922; 19 Spanish Morocco, 1928; 20 Spanish Guinea, 1909; 21 Horta, Azores, 1896; 22 Salvador, 1895; 23 Ethiopia, 1917; 24 Hawaii, 1891; 25 Marshall Islands, 1911; 26 Lontian Islands, 1839; 27 Indonesia, 1912; 28 Azerbaijan, 1919; 29 St. Vincent, 1888; 30 Newfoundland, 1897; 31 Egypt, 1914; 32 Heligoland, 1876; 33 Panama, 1906; 34 Slovakia, 1913; 35 Bavaria, 1911; 36 Mexico, 1875; 37 Switzerland, 1930; 38 Prume, 1920; 39 Bulgaria, 1937; 40 Netherlands, 1919; 41 Bolivar, department of Colombia, 1863; 42 world's first stamp, Penny Black, 1840; 43 Spain, 1834; 44 Saar, 1923; 45 North Borneo, 1894; 46 Poland, 1932; 47 Russia, 1913; 48 Persia, 1880; 49 North Germanland, short-lived anti-Soviet country, 1920; 50 Greece, 1937; 51 Portugal, 1928; 52 Caracao, 1942; 53 Jhalawar, India, 1887; 54 Guatemala, 1881; 55 Finland, 1941; 56 Papua, 1948; 57 Paraguay, 1939; 58 French Congo, 1900; 59 Madagascar, 1942; 60 Croatia, 1944; 61 Hejaz, 1916; 62 Liberia, 1896; 63 Zanzibar, 1896;

64 Falkland Islands, 1943; 65 Palestine, 1911; 66 French India, 1922; 67 Honduras, 1903; 68 Lithuanian, 1921; 69 Zelaya State, Nicaragua, 1912; 70 Virgin Islands, 1899; 71 Germany, 1928; 72 Malta, 1899; 73 French colonies, 1862; 74 Gambia, West Africa, 1866; 75 Kishangarh, India, 1901; 76 Papal States, 1867; 77 Danzig, 1921; 78 Spain, 1930; 79 Sweden, 1891; 80 Sarawak, 1875; 81 Argentina, 1838; 82 Nova Scotia, 1890; 83 Niger Coast, 1891; 84 Uruguay, 1897; 85 Hungary, 1916; 86 Mecklenburg-Schwerin, 1864; 87 Iceland, 1930; 88 Mauritius, 1878; 89 Turks Islands, West Indies, 1899; 90 Sierra Leone, 1933; 91 Bosnia, Herzegovina, 1912; 92 Oltre Guiza, Italian Somaliland, 1926; 93 St. Lucia, 1902; 94 Estonia, 1938; 95 Newvanagar, India, 1880; 96 Adulak, 1920; 97 India, India, 1882; 98 Brazil, 1851; 99 Bahamas, 1875; 100 Luchin, India, 1934; 101 Madena, 1818; 102 Peru, 1873; 103 New Guinea, 1939; 104 Confederate States of America, 1863; 105 Laxenbourg, 1935; 106 Nyassa, 1901; 107 Romania, 1937; 108 Costa Rica, 1863; 109 New Brunswick, 1860; 110 Italy, 1933; 111 Ukraine, 1933; 112 Crete, 1905; 113 Zululand, South Africa, 1894; 114 Tripolitania, 1934; 115 Mozambique Company, East Africa, 1937; 116 Sirmur, India, 1899; 117 Japan, 1919; 118 San Marino, 1911.



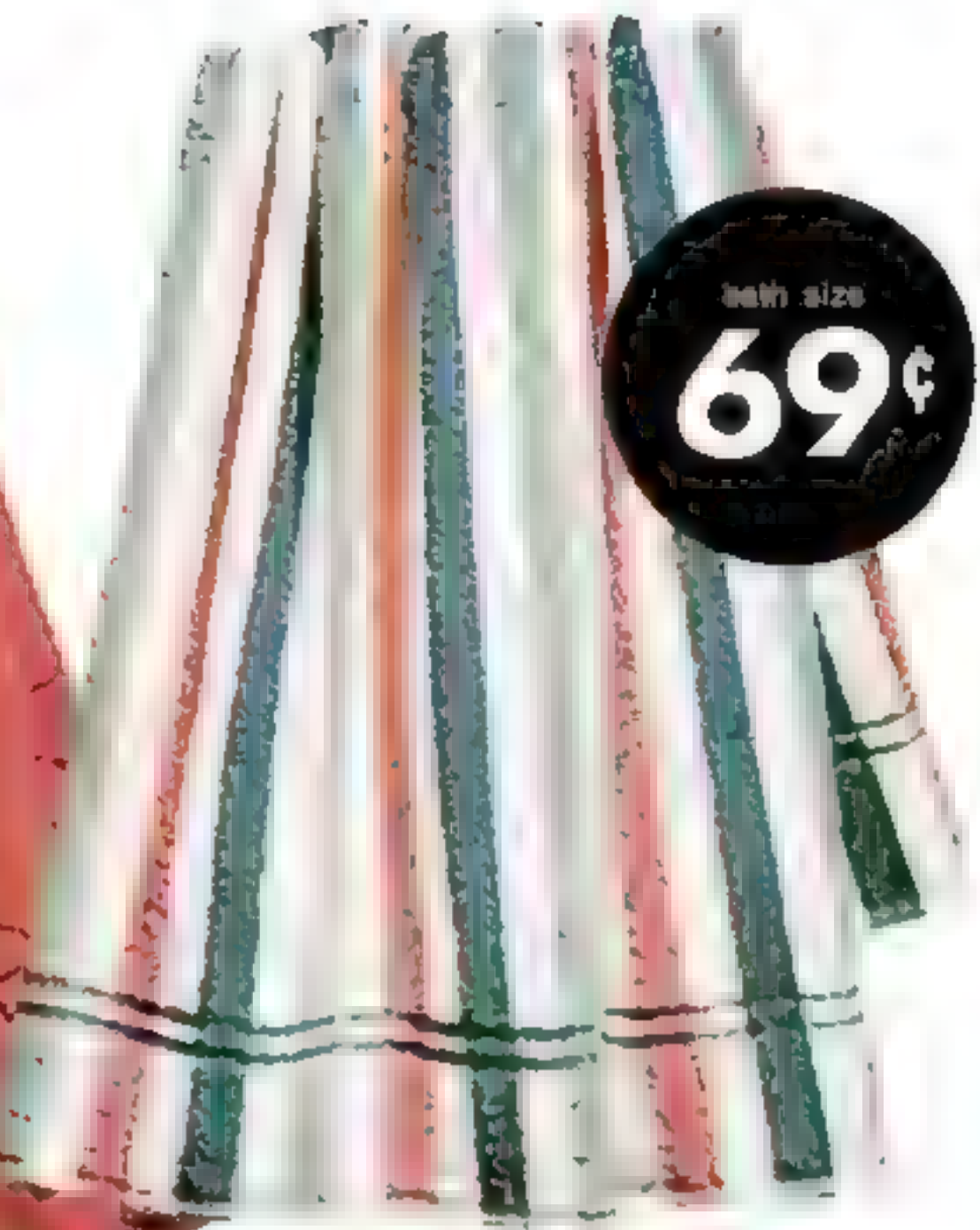
# May sale specials! Big savings on **CANNON** towels



bath size  
**59¢**



bath size  
**\$1.98**



bath size  
**69¢**



bath size  
**98¢**



bath size  
**89¢**

Stock up for summer now with these big, beautiful Cannon towels. All with the exclusive Beauti-Fluff finish that makes them extra soft, extra fluffy and so absorbent they absorb five times their weight in water! These and many other wonderful colors and patterns on sale... all in complete ensembles with matching face towels and wash cloths.

## Now at your favorite store



Cannon Mills, Inc., 70 Worth Street, New York City 13 • Towels • Sheets • Stockings • Bedspreads • Draperies





**STARBURST**—brilliant turquoise and citron flash from the grey-flecked texture of the new Eclipse shape—a revolutionary design in contemporary dinnerware. Table for four \$14.95.

## Set your table in style with this new color-fast...oven-safe...Franciscan Ware

**TABLE FOR 4 COSTS LESS THAN \$16.**

You change your hair-do—switch your make-up—wear the new wonder fabrics. You move your furniture about-face, re-decorate your walls and windows. But is your table in a rut? Set three times a day with the same dishes? Perhaps you have just been waiting to find new dinnerware that's right in style and color—dinnerware that's *versatile*.

You will find all this and MORE in this new Franciscan Ware. Here are patterns that mate with modern and blend with traditional. Interesting color that harmonizes with many different table linens. Decorative serving pieces that perform double—triple—duty. This versatile Franciscan Ware has triumphed over every known test for durability—amazing how sturdily it resists cracking and chipping. Strong cleansers and intense heat in your dishwashing machine cannot dim its color-fast patterns because they are



**WOODLORE**—whimsical mushrooms—brown-yellow-charcoal—parade around this sand-colored Flair shape. Table for four \$14.95.



**POMEGRANATE**—delicately drawn on the beige-flecked Eclipse shape are pomegranates, symbol of a long, happy life. Table for four \$13.95.



**ECHO** festive branches in muted green, charcoal and pink on the new Flair shape. Table for four \$13.95.



hand-applied by a new patented Franciscan process called **COLOR SEAL**. Every pattern is color-locked right into the ware. And Franciscan Ware is **OVEN-SAFE**—you can bake in it with safety; serve in it with style. Shop these two pages and you will be surprised to find that dinnerware so smart, so durable, so decorative—can be priced so low. Then you'll decide that for style and quality—for performance and price—this new Franciscan Ware is exactly what you want. Buy it now at any leading store.

**TRIO**—exquisite field flowers in misty green, grey and rose, on the grey-flecked Metro shape. Table for four \$15.95.



**FRANCISCAN WARE** BY GLADDING, McBEAN & CO., LOS ANGELES, CALIF.



*One reason why Stanley Hostess Parties rank first in popularity  
is that at them you shop for these*

# Wonderful Work-Savers



for the care of  
your floors

WET MOP

AMAZO MOP

TAN SWIVEL MOP

WOOL MOP



FLOOR CLEANER



E-2 GLOW WAX

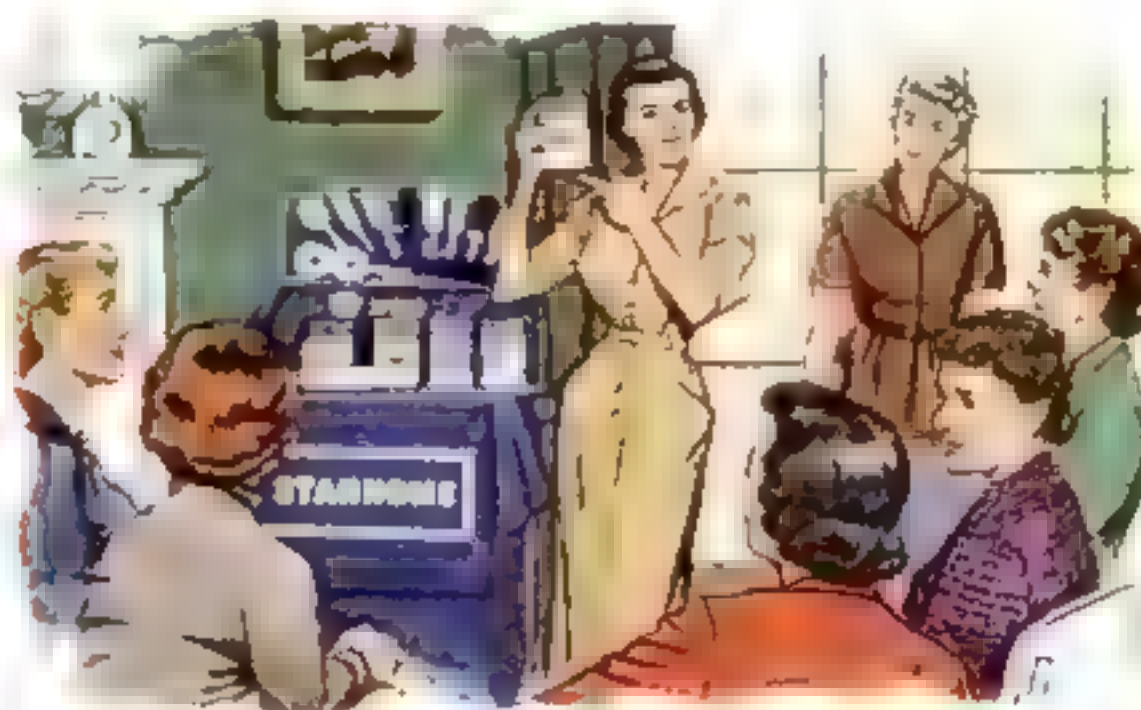
Next time you attend a STANLEY Hostess Party ask your friendly STANLEY Dealer to show you all of the many Quality Plus Products which this Dealer can supply to save you time and work in the care of floors. With these ultra-modern and superior STANLEY aids you'll be surprised how much easier and better you can sweep, mop, dust, wax and polish—keep the floors in every room in your home

cleaner, more sanitary, more beautiful. A few of these efficient STANLEY Floor Care Products, already serving millions of women, are illustrated on this page. In addition to these, please remember your STANLEY Dealer also brings you many other types and kinds of products to simplify house-keeping tasks as well as a wealth of wonderful products to enhance personal grooming.

**STANLEY LEADS** with more than 150 Quality Plus Products featured at STANLEY Hostess Parties: Mops, Dusters, Brooms, Brushes, Waxes, Polishes, Cleaning Chemicals, Deodorizers, Moth Preventives, to help you banish "work" from housework. Toilette Articles, Bath Accessories, Personal and Clothing Brushes, Aids to Dental Hygiene, many other products to improve the personal grooming of each member of the family.



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STILL TUGGING AT DRESS AFTER QUICK CHANGE, ROXANNE STARTS SHOUTING HER LINE OFFSTAGE AS SHE SCAMPERS TO TV SET. BREATHLESS BUT ON CUE

## Blonde in a Hurry

### ROXANNE RUNS A MAD RACE TO GET PLACES AS TELEVISION ACTRESS

Blond, green-eyed Dolores Rosedale has been in a hurry ever since she left her job as a Minneapolis dentist's assistant in 1948. She came to New York in a hurry, became a highly successful Conover model in a hurry, whizzed into television. With a new name, Roxanne, and daringly low necklines, she promptly became one of TV's most decorative performers and a *LIFE* cover girl (Sept. 17, 1951). But she was not content with her roles, which consisted of doing such odd jobs as helping contestants on

*Beat the Clock* hold seltzer bottles they squirted at each other. She was in a hurry to become a dramatic actress ("The conversation is so much more brilliant than you hear in modeling"). When she got her chance recently, she found she still had to hurry. Playing a nasty girl on Broadway TV Theater (WOR-TV), she had to rush madly between scenes (*above*) in making quick costume changes (p. 108). She managed, however, to pause briefly in her race for a career to take care of a personal matter (p. 110).



# P the newest and most important progress in self-winding watches

## P Mido with Powerwind

Mido proudly introduces Powerwind—the newest and most advanced self-winding mechanism in any watch! Powerwind is remarkable for its smooth, consistent performance. Its fewness of parts provides simplicity of construction, resulting in maximum durability with easier servicing. Never overwound...never underwound, Powerwind winds with the slightest movement of your wrist to build up the reserve energy that keeps your watch running even while you sleep.

EXCLUSIVE WITH MIDO

## and Permadure

A new alloy developed into an unbreakable mainspring. Created by Mido—originators of the unbreakable mainspring in 1937—Permadure gives a constant flow of power to the watch...its maximum elasticity, anti-magnetic and non-corrosive properties guarantee continuous and accurate timekeeping under all conditions.

EXCLUSIVE WITH MIDO

These two outstanding features, plus Mido's exclusive air tight case, make the new Mido self-winding, waterproof\* watch the miracle of modern timekeeping.

ASK YOUR FAVORITE JEWELER TO DEMONSTRATE THE NEW MIDO SELF-WINDING, WATERPROOF\* WATCH TO YOU TODAY!



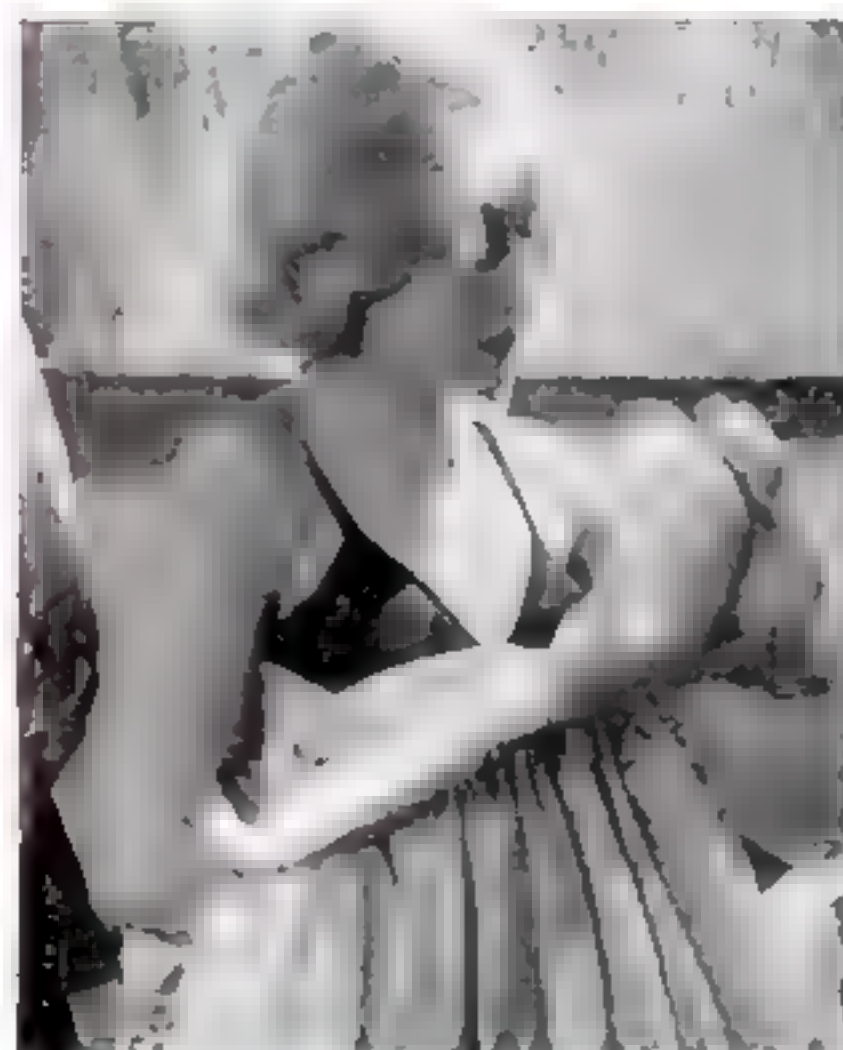
Sold and serviced in 65 countries.

For the complete Mido story write for booklet R534

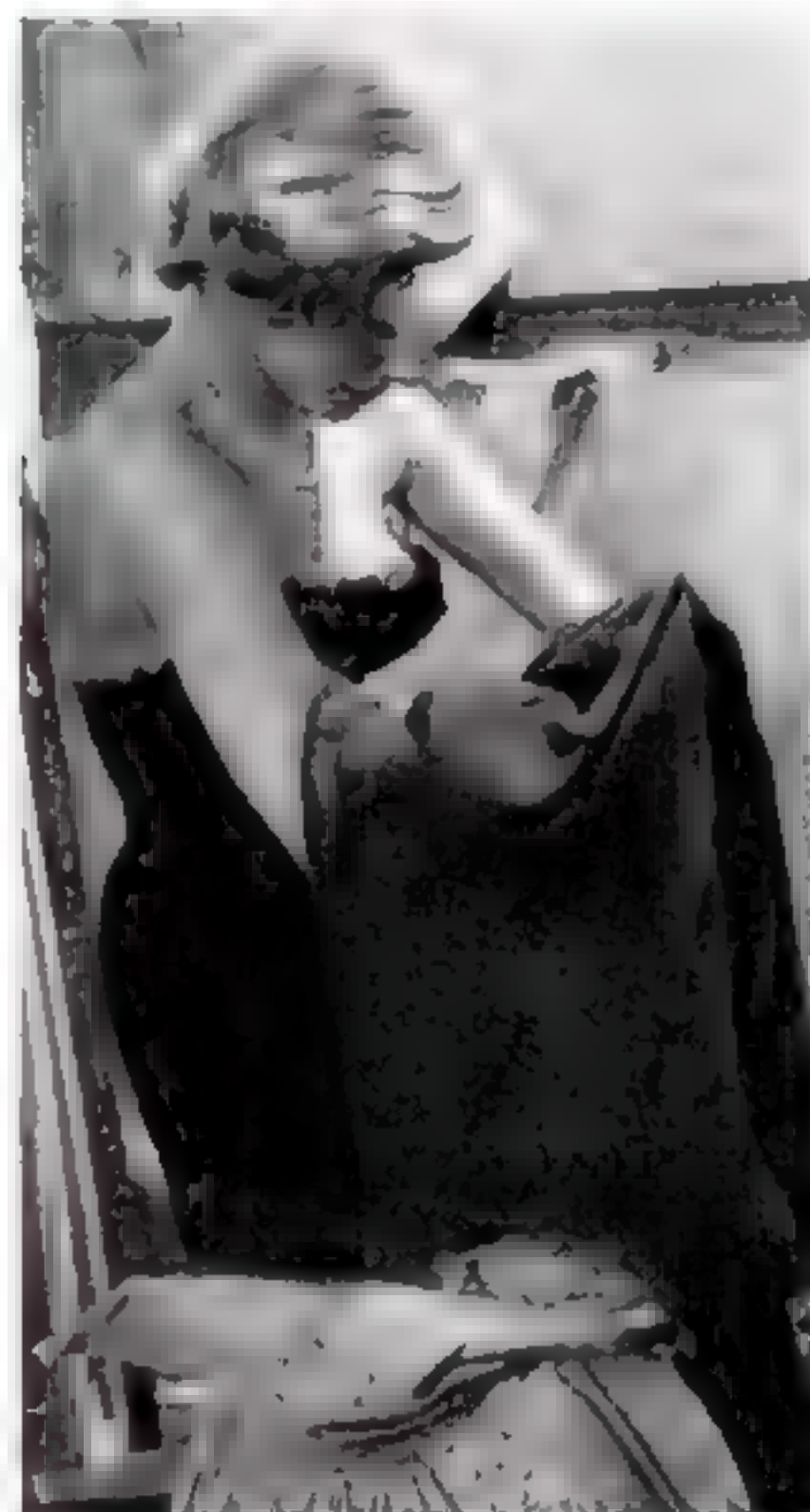
\*Watch can't get in after cleaning and repair if serviced by a Mido jeweler using genuine Mido parts.

Mido Watch Company of America, Inc., 685 Fifth Avenue, New York 22 410 St. Peter Street Montreal.

BLONDE IN A HURRY CONTINUED



**FAST CHANGE** into a new gown begins as Roxanne sheds an ornate lace dress and then takes off the brassiere. She wears another bra underneath.



**PETTICOAT FALLS**, one of the three which she had to get rid of during her change. Now over her strapless slip she puts on a slinky black evening gown.



**ALMOST THROUGH**, she pulls down the dress, having gone through 22 hooks, two zippers, four bows, three petticoats, one bra in only 66 seconds.

CONTINUED ON PAGE 119



# NO CIGARETTE EVER WENT SO FAR SO FAST!

**L&M FILTERS MAKING CIGARETTE HISTORY!**

## FROM L&M TO YOU — JUST WHAT THE DOCTOR ORDERED

- 1. THE MIRACLE TIP...** for most effective filtration. Selects and removes the heavy particles, leaving you a Light and Mild smoke.
- 2. PUREST AND BEST** filter made. Exclusive with L&M. Result of 3 years of scientific research... 3 years rejecting other filters. This is it!
- 3. MUCH MORE FLAVOR... MUCH LESS NICOTINE.** L&M Filters are the first filter cigarette to taste the way a cigarette should. The quality tobaccos... and the miracle filter work together... to give you plenty of good taste.



**Exclusive** L&M miracle filter tip contains Alpha Cellulose... for most effective filtration. Much more flavor... much less nicotine.

THE  
DISTINCTIVE  
**L&M**  
MONOGRAM CIGARETTE  
*Light and  
Mild*

**L&M** FILTERS have been on the market from coast-to-coast for less than 4 months. Already thousands of dealers in America's leading cities—in signed statements report L&Ms their largest selling filter tip cigarette.

Why have L&M Filters rolled up sales records like this in so short a time... well ahead of filter brands that have been around for years?

Simply this: For the first time filter tip smokers are getting what they want... much more flavor and aroma... with much less nicotine! After the first few puffs from an L&M most smokers sum it up this way, "THIS IS IT — JUST WHAT THE DOCTOR ORDERED."

**L&M — AMERICA'S HIGHEST QUALITY AND BEST FILTER TIP CIGARETTE**

Copyright 1954, Liggett & Myers Tobacco Co.



if you like fine things  
(AND HAVE A KEEN SENSE OF VALUE)

# PM IS for YOU



The difference between wanting fine things and owning fine things often lies in knowing how to buy. For example in whiskey, smooth and celebrated PM is the one fine whiskey that lets you enjoy the utmost in quality...without arousing any complaints from your wallet.



Blended Whiskey • 86 Proof • 65% Grain Neutral Spirits  
National Distillers Products Corporation, New York

## BLONDE IN A HURRY CONTINUED



ROXANNE AS A BRIDE pauses in dash from church, where last month she married Thomas Roddy. Roxanne, 24, had known Roddy for five years.

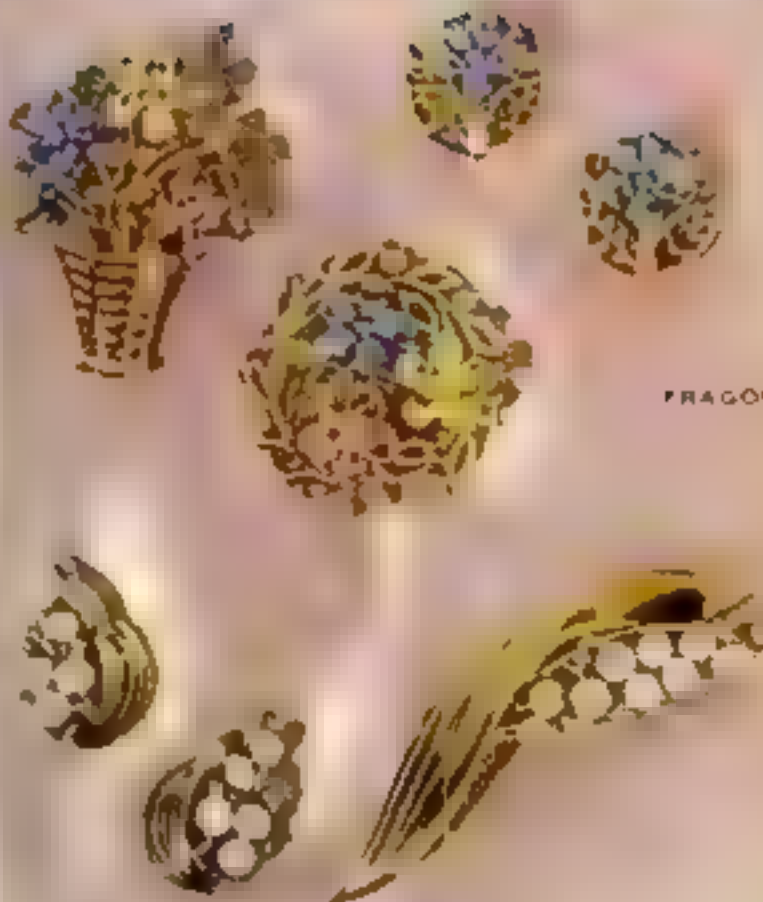


ROXANNE ON HONEYMOON fondly nuzzles husband. She interrupted honeymoon to fly to New York for appearance on *Beat the Clock* (CBS-TV).





BABETTE

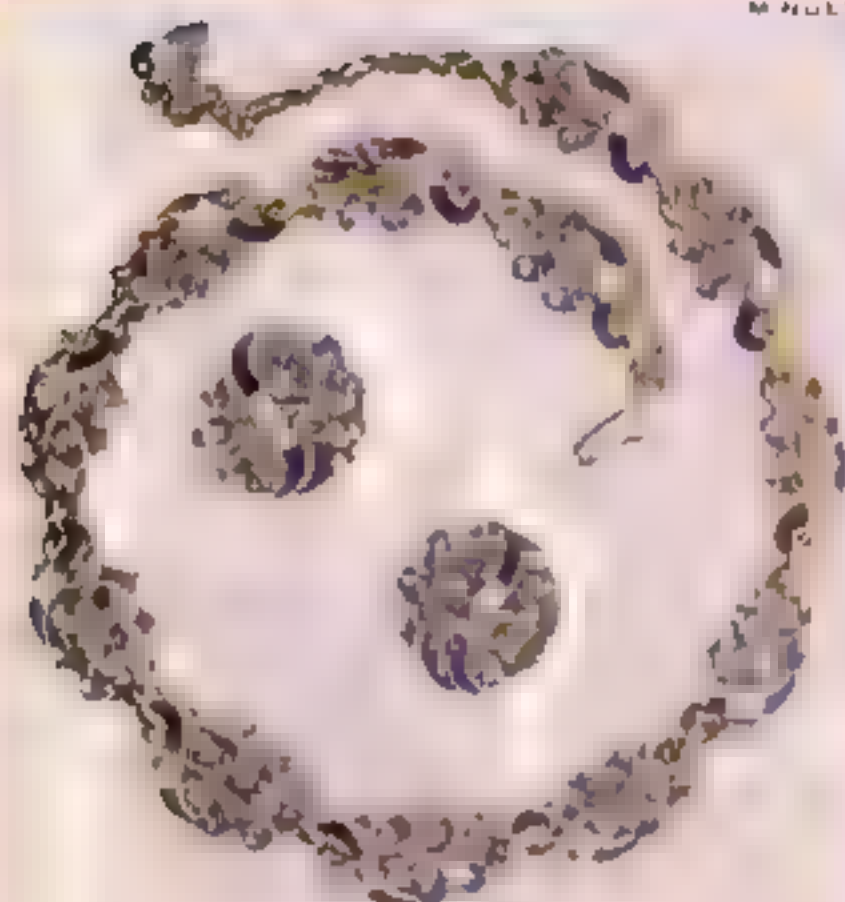


FRAGONARD

LILY OF THE VALLEY



WHITE APPLE



MIMLET



PARISPHERE



MERMAID

*She will love you more  
for remembering her with...*

*Jewels by*

**TRIFARI**

BABETTE—Necklace, \$5.00; Earrings, \$4.00; Bracelet (not shown), \$3.00  
FRAGONARD—Basket Pin, \$5.00; Round pin, \$5.00; Earrings, \$5.00.\*

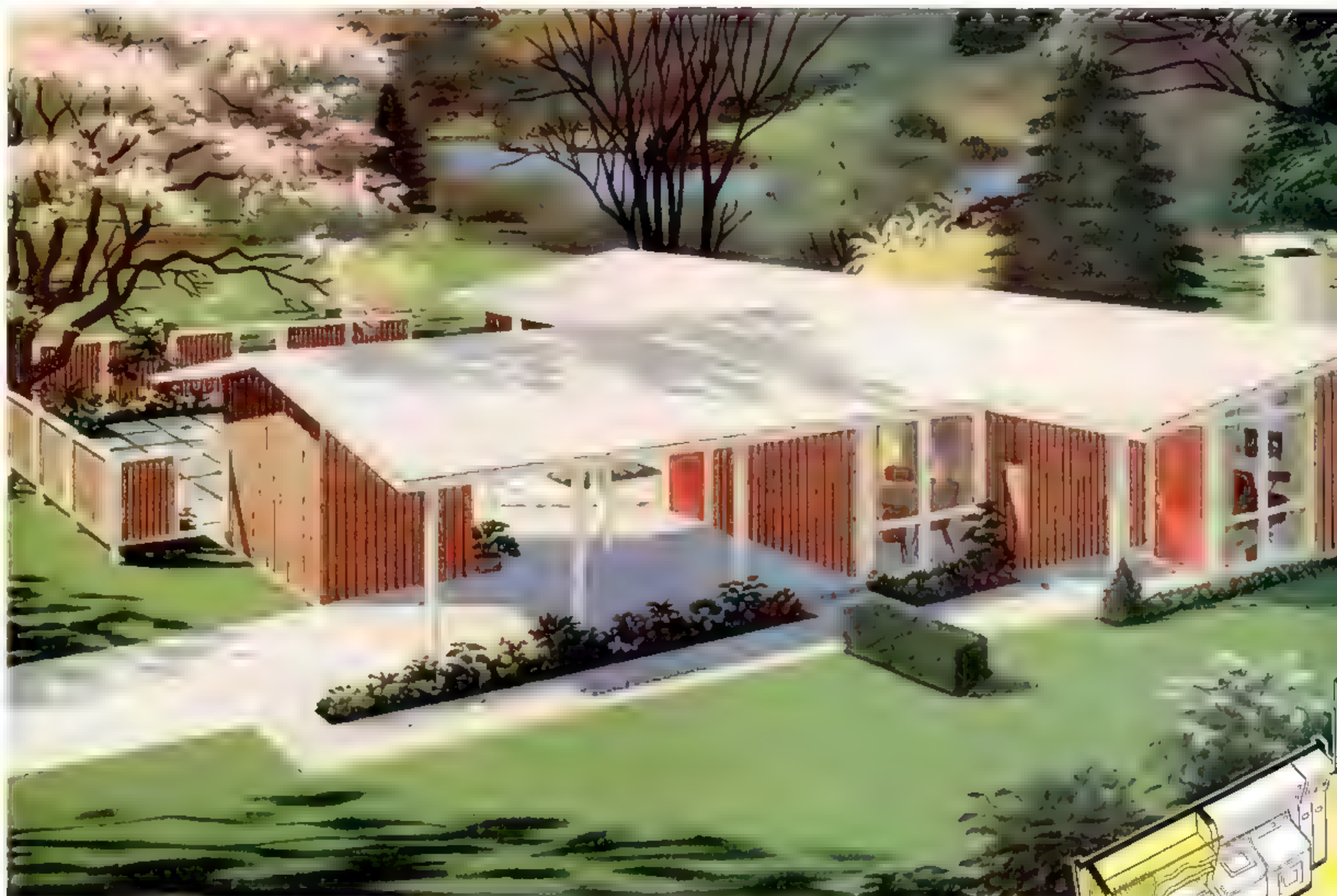
LILY OF THE VALLEY—Earrings, \$5.00; Pin, \$5.00\*

WHITE APPLE—Necklace, \$4.00; Earrings, \$3.00; Bracelet (not shown), \$5.00.\*  
MIMLET—Necklace, \$15.00; Earrings, \$7.50; Bracelet (not shown), \$10.00.

PARISPHERE—Bracelet, \$5.00; Earrings, \$5.00  
MERMAID—Necklace, \$5.00; Bracelet, \$5.00; Earrings, \$3.00

Not authentic unless stamped Trifari. Prices approximate plus tax. Design Patents Pending





Right in tune with today's thinking is this beautiful new home designed by famous Washington architect Charles M. Goodman. Roomy and spacious, with 3 bedrooms, 1½ bathrooms, picture windows and a garden court,

it's everyone's dream of better living. The outstanding feature is the completely Kelvinator-equipped "Holiday Kitchen", with every appliance needed to make every day a holiday for the happy owner—it could be *you*.

## Want this Kelvinator "Holiday House" FREE or \$25,000 in cash?

**Enter Kelvinator's 2nd Annual "Homemaker's Holiday" Contest today! You can win "Holiday House" or any one of 75 FREE Kelvinator appliances, 1,105 cash prizes—FREE!**

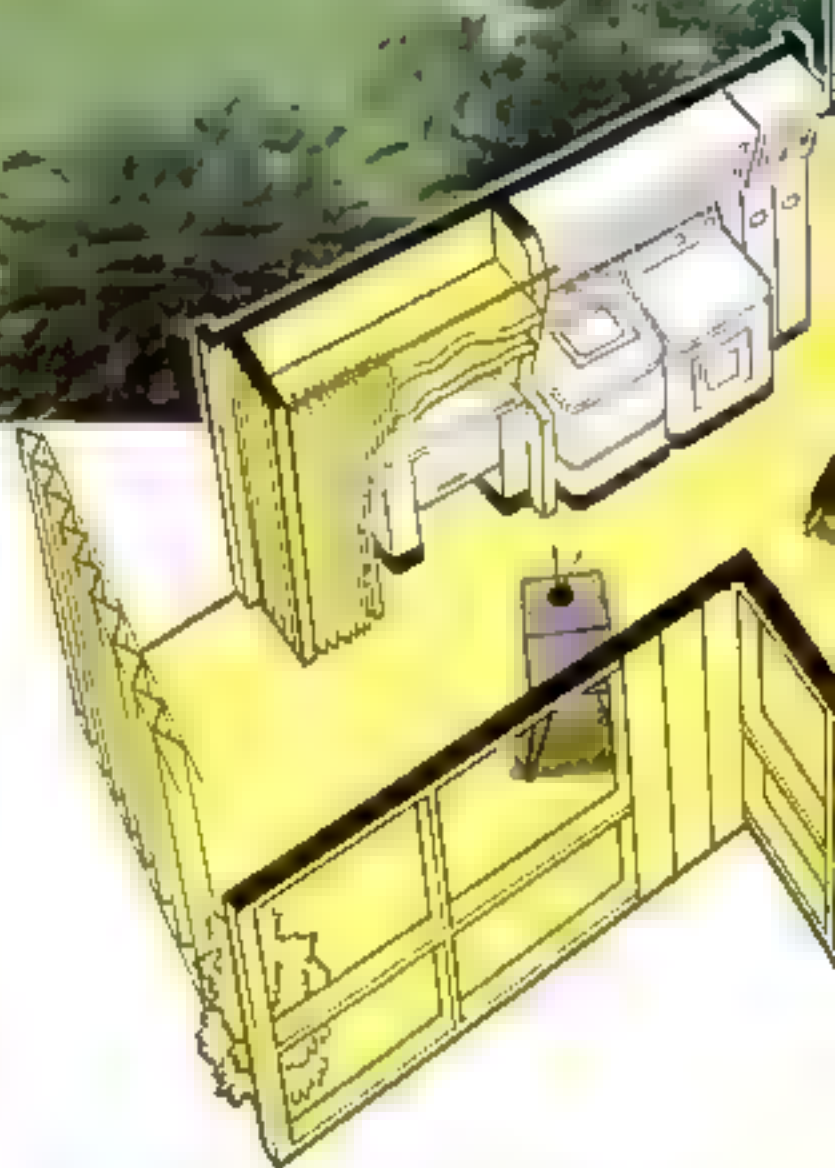


By Joan Adams, *Kelvinator Institute for Better Living*

Here's your chance to win that home you've dreamed of! Win it FREE, with no strings attached. Home is built for you on a FREE \$3,000 lot of your own choosing. It's a new design, created especially for Kelvinator. You can win it just by writing 25 simple words, or less. Or you can win any one of 75 free Kelvinator appliances, or 1,105 cash prizes. It's so easy to enter Kelvinator's "Home-

maker's Holiday" Contest. You don't have to buy a thing. Just visit your Kelvinator Dealer. See a demonstration of any 1954 Kelvinator 40th Anniversary appliance. Get your free entry blank. Then tell in 25 simple words—or less—why you would like to own a new Kelvinator product. Your entry may win! Think of living in that dreamy home—all yours—free! Then—don't miss this chance of a lifetime! Enter Kelvinator's "Homemaker's Holiday" Contest now—right away!

Designed for beauty, planned for efficiency, this Kelvinator "Holiday Kitchen and Family Room" features all Kelvinator appliances. From left to right: ironer, automatic washer, dryer, refrigerator, sink and garbage disposer, "island" range, upright freezer. All wall and base cabinets are Kelvinator, too. Dishwasher is located at right of sink.





# \$75,000 TOTAL PRIZES

WIN! WIN! WIN! WIN!

**NOW**—your  
25-word entry  
may be a winner!  
Get in on these  
fabulous prizes!

★  
Get in today . . . in Kelvinator's  
"Homemaker's Holiday" Contest!

So easy to enter!

★  
Your Kelvinator Dealer  
will supply you with  
Entry Blanks—Free!

★  
See all of these  
Kelvinator 40th Anniversary  
Appliances—Enter Early!

**"Holiday House"**

**\$25,000 First Prize**

(including \$3,000 allowance for lot)

Top contest winner receives the beautifully designed "Holiday House" illustrated featuring complete Kelvinator kitchen. It will be built in any location chosen. Or, if desired, the winner may take the prize in \$25,000 cash.

**5 \$1,000 Second Prizes**

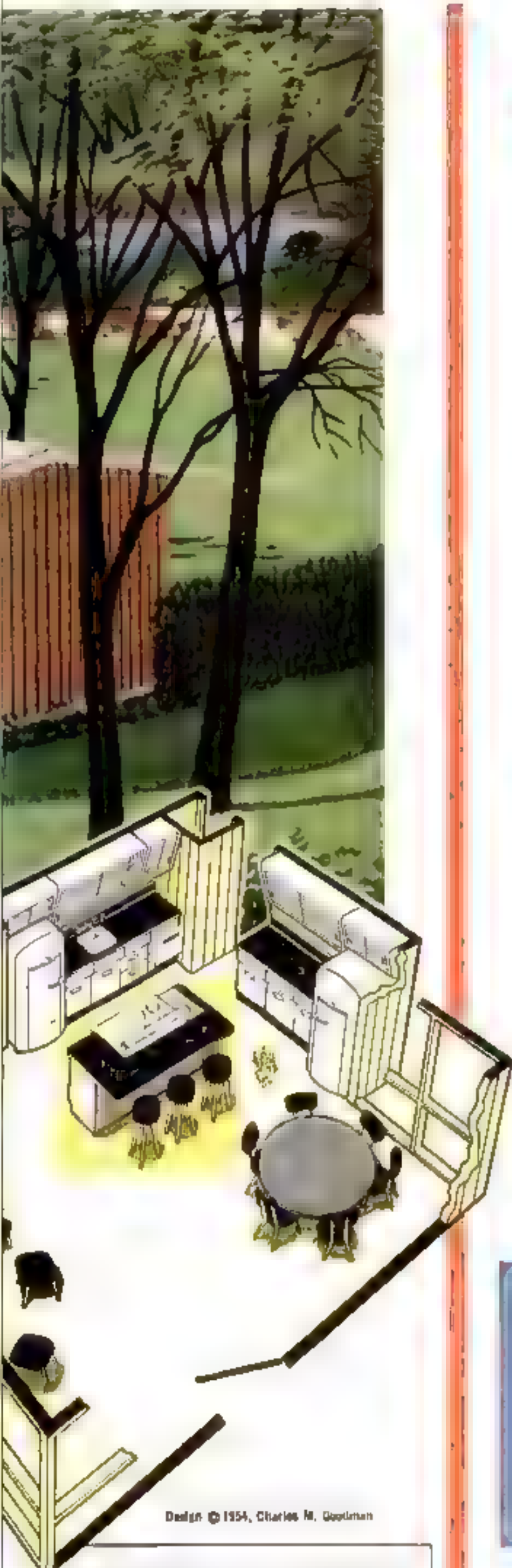
**Plus**

**75 Kelvinator Home Appliances**

**100 \$100 Cash Awards**

**1,000 \$10 Cash Awards**

**1,181 Prizes in All**



Design © 1954, Charles M. Goodman

## EASY RULES FOR WINNING

1. Just go to your Kelvinator dealer and ask for an entry blank. In 25 words or less, complete this sentence: "I would like to own a new Kelvinator (product) because:"

2. Choose any one of these Kelvinator appliances to write about: refrigerator, range, freezer, kitchen cabinets, sink, automatic washer, clothes dryer, ironer, electric water heater, room air conditioner, garbage disposer, dehumidifier.

3. Mail your entry blank, signed by your Kelvinator salesman, to Kelvinator, Box 333, New York 46, N. Y. Contest closes July 4, 1954 and entries must be postmarked before midnight of that date.

4. Entries will be judged by the Reuben H. Donnelley Corp., on the basis of originality, sincerity and aptness of thought. Duplicate prizes awarded in case of ties. You may enter as many times as you wish.

5. This contest is open to all residents of the Continental U. S. A. except employees of Kelvinator, its advertising agency and their families. Contest subject to all Federal, State and local regulations.



WIN (model KAD-90). Who couldn't write about Automatic Defrosting in all Kelvinator models AT NO EXTRA COST!



WIN (model ER-474). An easy sentence! The delight of a Kelvinator "Bone Broiler" AT NO EXTRA COST!



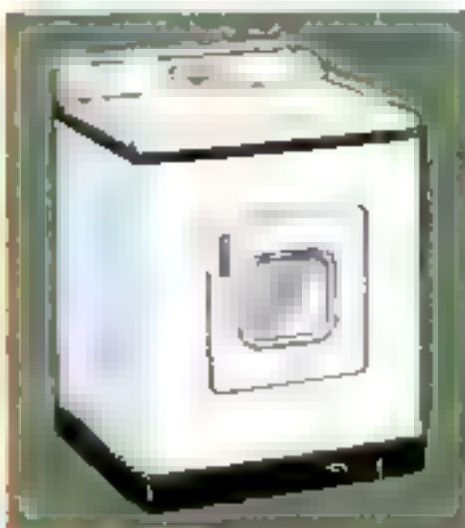
WIN (model FR-12-V). New Kelvinator freezer design, maximum storage in minimum kitchen space. Costs \$100 less.



WIN (model SCT-86 & WS-6630). You'll have words for all these wonderful Kelvinator cabinets and sinks. Write it!



WIN (model AWG). If you've children, a truly automatic Kelvinator washer that gets clothes really clean, effortlessly.



WIN (model DE). What do you think of that safety door? You or little ones just can't have an accident, with this Kelvinator automatic dryer.



WIN (model IR). Kelvinator Deluxe Electric ironer with open ends and new 3-way action to cut hours from ironing time.



WIN (model KR-10-62D). Instant, automatic, scalds of hot water. Get it in Kelvinator. Write a winning sentence.



WIN (model RAC-64-D). "Comfort Rated" Kelvinator Room Air Conditioners. Custom-priced to your room.

40th  
Anniversary  
Year

You'll always win with

**Kelvinator's** work-savers for Better Living!





It means so much more  
to give...or get...a

# Hamilton

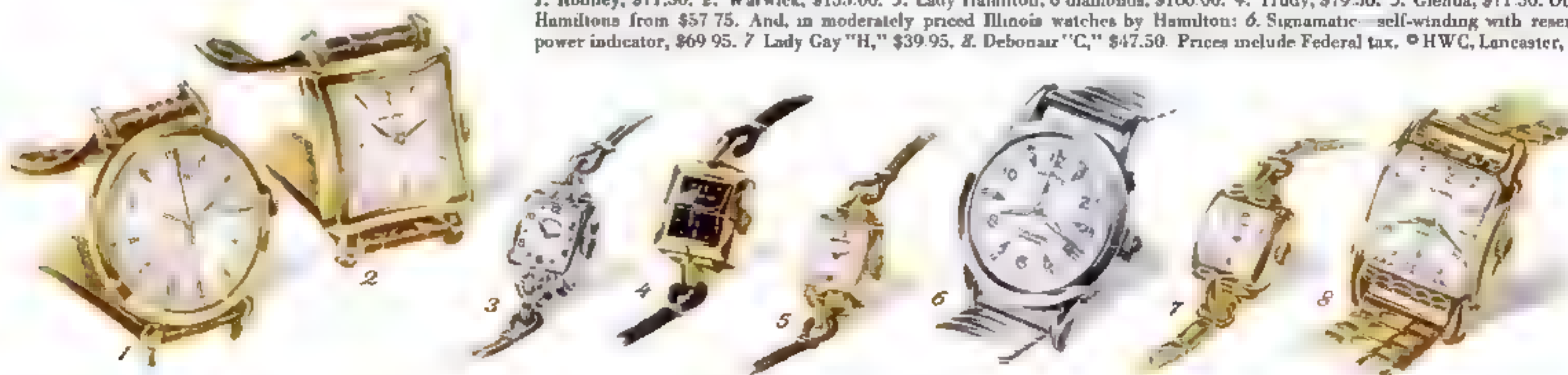
Only yesterday he was your boy . . . she was your girl. Now in cap and gown they're suddenly so grown-up. A man, a woman . . . out on their own from here on.

Is there anything you can give them that will mean more than a fine Hamilton watch—a watch they will wear proudly, look at a

hundred times a day, knowing that your love and thoughts are with them always?

A Hamilton watch says so beautifully those things you feel but cannot always put in words. From precious jewels to unbreakable mainspring it is dependable, faithful, loyal. Doesn't your graduate *deserve* a Hamilton?

1. Rodney, \$71.50. 2. Warwick, \$135.00. 3. Lady Hamilton, 6 diamonds, \$160.00. 4. Trudy, \$79.50. 5. Glenda, \$71.50. Other Hamiltons from \$57.75. And, in moderately priced Illinois watches by Hamilton: 6. Signamatic—self-winding with reserve-power indicator, \$69.95. 7. Lady Gay "H," \$39.95. 8. Debonair "C," \$47.50. Prices include Federal tax. ©HWC, Lancaster, Pa.



FREE: Color folder of 1954 watch styles. Send name and address to Dept. L-7, Hamilton Watch Company, Lancaster, Pa.





TO BRAID THEIR HAIR SHIRLEY, 12, JEANIE, 10, AND BONNIE, 15, HAD TO GET UP AT 6:30 TO BE IN TIME FOR SCHOOL

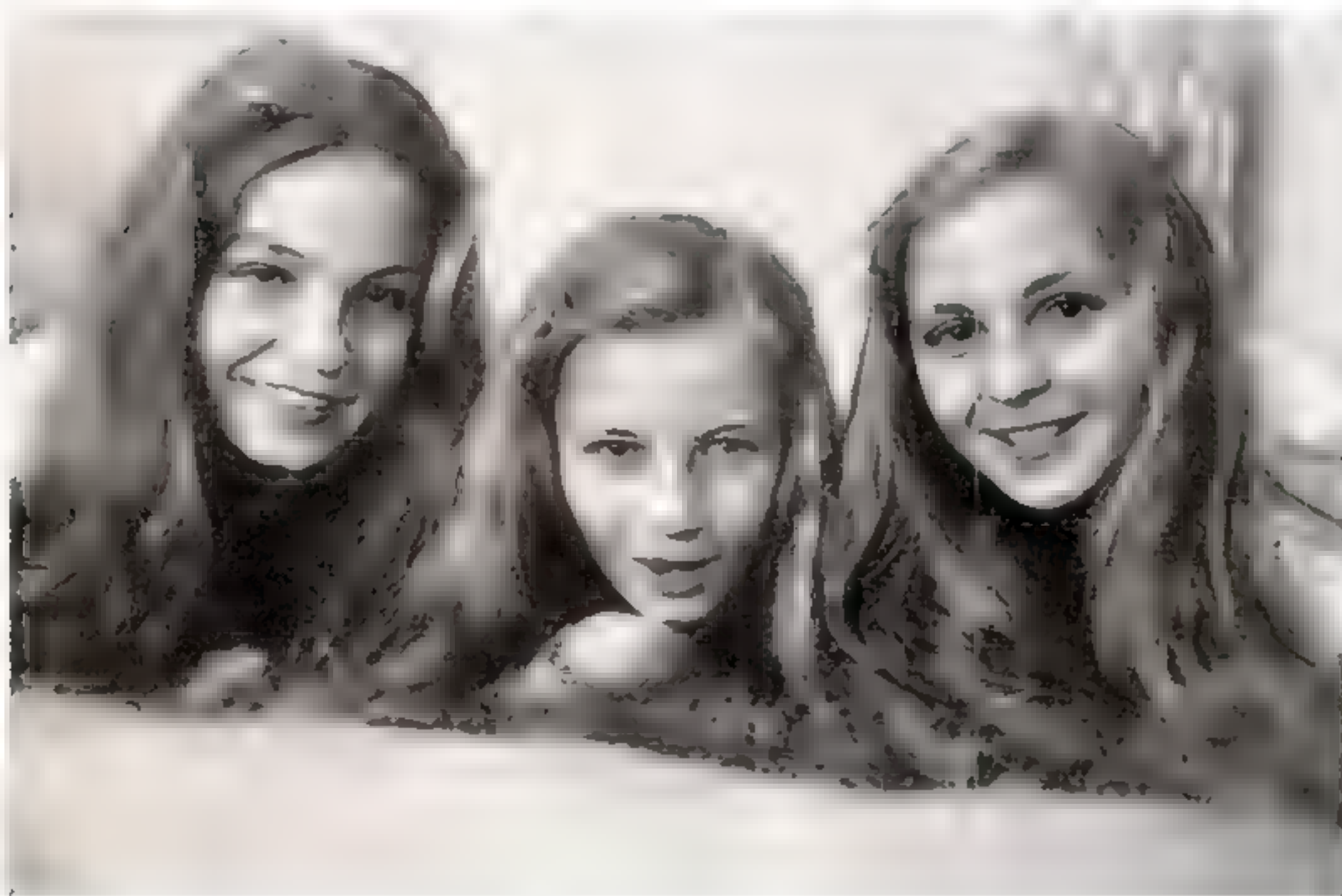
## Trouble over Tresses

### SISTERS FACE A CHOICE: LONG HAIR OR CAREERS

Seven years ago the three little Laughlin sisters, Bonnie, Shirley, Jeanie, made a big hit as fashion models in the hotels of Miami Beach, Fla. But when their mother took a job herself and was unable to accompany the girls to work they had to give up their careers. As models they had to keep their hair short, but once they stopped work they started to let their hair grow. Through the years the tresses grew so long that the girls could actually sit on them.

When they reapplied recently for their old jobs, after convincing their mother they were old enough to go to fashion shows by themselves, the head of the agency shook her head. "There's nothing for girls with long hair except cheesecake," she told the mother, "and they're too little for cheesecake." With that the girls went into a huddle. They loved their locks but decided they were not worth keeping if it meant giving up a career (*next page*).

WHEN THE GIRLS BRUSHED OUT THEIR HAIR, THE COMBINED LENGTH OF THE TRESSES ADDED UP TO 100 INCHES



CONTINUED ON NEXT PAGE

### BETTER THAN BEER?



can it be?



Try Carling's Red Cap Ale



...and see!

At Carling's we brew both beer and ale—and each is mighty popular. But more and more people are telling us Carling's Red Cap Ale gives them more pleasure than any beer they ever tasted. They say it's light and dry as the smoothest beer, yet with that extra flavor—that "heart" which only a fine ale can provide! They call it the "light-hearted" ale.

Tonight, why not try it? See whether you are one of those who find Carling's Red Cap Ale tastes even better than beer!

**CARLING'S**  
Red Cap Ale



© CARLING BREWING COMPANY, CLEVELAND, OHIO



# GOSH!

## New-flavor

## Pepsodent!



SURPRISE! We changed Pepsodent's flavor because grown-ups preferred our new one, hands down! To our surprise, kids went crazy for it! What's more, a famous university proved Pepsodent's ORAL DETERGENT gives you the cleanest teeth of all leading tooth pastes! Pepsodent is guaranteed by Lever Brothers Company to please your whole family—or your money back.

New Flavor! Now at stores everywhere



Have you tried New Pepsodent Chlorophyll?

**PEPSODENT'S ORAL DETERGENT** gives you the  
**CLEANEST TEETH!** Your own proof is the

## Clean Mouth Taste for Hours

### TROUBLE OVER TRESSES CONTINUED



**GETTING HER HAIR CUT**—the decision was unanimous—Jeanie broke down at last minute, started to cry because her boyfriend liked her hair long.



**SHORN BUT SATISFIED**, Shirley beams at her new permanent. "I'll bet I'll be the prettiest," she said. All three girls squirmed under the driers.



**THREE CURLED GIRLS** head for home. Driving later in a car, they insisted that the windows be rolled up so the wind would not disrupt a single hair.





## A **DIXIE CUP** Dispenser in your kitchen saves all this work...

- No more between-meal dishwashing!
- No more glasses to be dried and put-away!
- No more broken glasses!
- No more piled-up sinks after late-hour snacks, or after-school milk!
- Dixie Dispenser mounts on any wall or cabinet in a jiffy!

Look for the big  
old Dixie logo  
the thrifty way to  
buy Dixie Cups  
for everyday home use



Dixie  
Paper Products  
Company

*Now at a price you can afford for everyday home use!*



# thrilling new mattress comfort



\*Trade Mark

as low as  
**\$59.50**

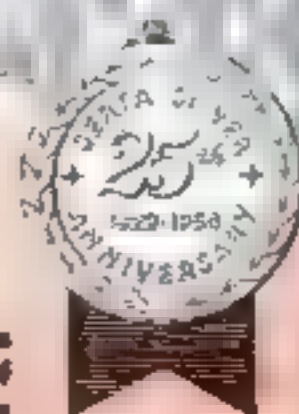
FULL OR  
TWIN SIZE.  
MATCHING  
BOX SPRING  
SAME PRICE



## IT'S QUALITY GUARANTEED!

Repair or replacement if defective in materials, workmanship or construction.

This seal represents  
a quarter-century of  
fine mattress-making



Look for it on the  
best mattress values  
throughout the land!

Manufactured by **SERTA ASSOCIATES, INC.**, Executive Offices 666 Lake Shore Drive, Chicago 11, Ill.

39 leading mattress manufacturer members in the U.S.A., Hawaii and Canada.

Makers of fine SERTA mattresses from \$49.50 to \$99.50. Hawaiian and Canadian prices slightly higher—all prices subject to change without notice.



# combined with healthful support

*you sleep on it...  
not on it!*

**Sensational SERTA Smooth-Top Mattress With Exclusive Patented "UNIMATIC" Construction  
Rests Your Entire Body... Adds New Relaxation... Enriches Healthful Value Of Your Sleep**



What does "UNIMATIC" mean to you? It means an entire new world of more soothing and satisfying sleeping comfort! It means that every tense nerve and tired muscle can relax like never before as you're lulled to sleep by the healthfully-firm "all-over" support of your "PERFECT SLEEPER" MATTRESS.

And "UNIMATIC" means something more! In addition to completely satisfying comfort you get the vital "POSTURE-PROTECTION" that will help you look and feel your best every minute you're awake.

To complete your perfect sleeping comfort SERTA SMOOTH SURFACE guarantees there's never a tuft, button or bump to annoy you!

Don't put off the benefits of glorious "PERFECT SLEEPER" comfort and healthful support for even one more night! Right now better furniture and department stores from coast to coast are waiting to give you a personal demonstration of this superb sleeping combination.

SEE the difference, FEEL the difference, yourself—TODAY!



THESE  
EXCLUSIVE  
SERTA FEATURES  
ASSURE THRILLING  
NEW COMFORT,  
HEALTHFUL,  
RELAXING SUPPORT

## 1 SERTA SMOOTH SURFACE

Satiny-smooth top and bottom. No buttons or bumps to annoy, no tufts to pull out, no hollows to collect dust. Fully upholstered and insulated to make your sleeping comfort more luxurious.

## 2 PATENTED "UNIMATIC" INNERSPRING CONSTRUCTION

"Ribbon Steel" bands across tops of coils prevent back from sagging, adjust automatically to your size and weight to give healthfully-firm, level "head-to-toe" support and "POSTURE-PROTECTION." Only SERTA can give you this important health and comfort advantage.

## 3 MATCHING "UNIMATIC"

**BOX SPRING** Scientifically designed with the same number of coils as in mattress to complete your ideal sleeping combination for comfort and health. Fully upholstered and enclosed, on durable wood frame—dustless, noiseless.

## How Medical Science Helped SERTA Develop this Sensational New Smooth-Top "PERFECT SLEEPER" Mattress that FEELS Better and is BETTER for you!



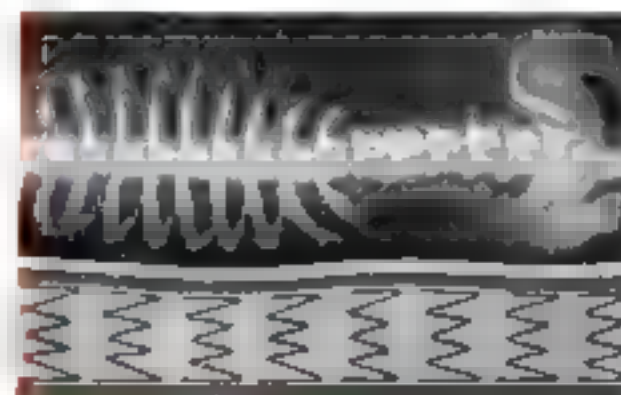
In order to build the most healthful and relaxing mattress possible, SERTA had an independent Scientific Research Organization question doctors from coast to coast.

These doctors were orthopedists and pediatricians, specialists in correct sleep support and "POSTURE-PROTECTION" as it affects the comfort and health of men and women from childhood and throughout life.

And from the medically-approved principles on which hundreds of doctors agreed, SERTA designed and built the completely modern POSTURE-PROTECTING "PERFECT SLEEPER" MATTRESS.

Now these important sleep and health benefits are no farther away than your nearest SERTA dealer. Be sure to see him today!

## THESE X-RAYS TELL THE INSIDE STORY OF "PERFECT SLEEPER" POSTURE-PROTECTION



### RIGHT WAY

On "PERFECT SLEEPER" MATTRESS. Spine given healthfully-firm head-to-toe support. Permits greater relaxation, more healthful sleep, protects posture. Assured by SERTA's patented "UNIMATIC" Construction built to specifications approved by doctors.



### WRONG WAY

On Ordinary Soft Mattress. Permits spine to sag and twist, often resulting in muscle strain, back discomfort and harm to good posture. "Form-fitting" construction clings to body, causing overheating, restless, comfortless sleep.

Send Today for  
Helpful Booklet



"Sleep - Its Fads, Facts, Fancies"

16 illustrated pages of suggestions for more comfortable sleep, interesting facts and fancies that make good reading, good advice. Get yours now!

SERTA ASSOCIATES, INC.  
666 Lake Shore Drive, Dept. L-33  
Chicago 11, Illinois

Gentlemen: Enclosed please find 10¢ to cover cost of mailing one copy of your 16-page booklet—"Sleep—Its Fads, Facts, Fancies"

(Please Print)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# just for Baby...

Reserved — for the most important people: NATIONAL BABY WEEK  
— May 1 to May 8. While every week is baby week in a mother's manual, this is the time when your darling is really being catered to. Take your favorite grocer, for example. If you check his well-stocked shelves, you'll probably be pleasantly surprised to find how efficiently he takes care of so many of your baby's needs.

Reserved for baby, too: Gerber's famous Baby Cereals—Rice, Barley, Oatmeal and Cereal Food (a mixed cereal). A quartet of nourishing, easy-to-digest cereals that provide your pride 'n joy with the mealtime variety he wants and needs. Of course, Gerber's Cereals are fortified with the supplementary iron, calcium and important B-Vitamins baby requires a few weeks after birth. Then too, they contain the energy-giving calories so important to active, growing bodies. And like all Gerber's good-tasting strained and junior foods, the cereals are prepared by experts who devote their full attention to making baby foods and nothing else.



*Wonder which cereal variety baby will prefer? Why not let baby do his own sampling by rotating all four? Many doctors recommend Rice as an ideal starter . . . to be followed by Barley, Oatmeal and Cereal Food . . . in that order. Each one has its own bland, but distinctive, flavor partial to delicate palates.*



*Once baby indicates his preferences, you can serve his favorites more often . . . add strained fruit as a special treat. If your wee one likes them all . . . and a lot of babies do . . . so much the better. The variety he learns to like early will help baby to future good eating habits, make every meal taste better.*



*All Gerber's Cereals are pre-cooked and ready to serve. Simply add milk, formula or other liquids to get the good-feeling, easy-to-swallow texture made just for babies beginning on solids. Important memo: add enough milk to make a soupy mixture at first, since a liquid-like texture is more familiar. As baby learns the knack of swallowing, you can increase the thickness.*

*Babies are our business...  
our only business!*

**Gerber's**  
BABY FOODS

4 CEREALS • 60 STRAINED AND  
JUNIOR FOODS, INCLUDING MEATS

Gerber's Baby Foods, Fremont, Mich., Oakland, Cal., Rochester, N. Y., Niagara Falls, Canada





# QUIZ FOR HOME BUYERS

Forty questions help prospective purchaser appraise a house, scoring everything from kitchen planning to outdoor planting

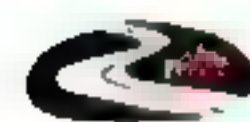
For seven years the U.S. was so urgently in need of shelter that home buyers were willing to slap a payment on almost any structure that would keep out the rain. Now things are changed. During the last four years more houses have become available and house hunters are more wary, able now to look around and compare values.

Few buyers, however, have technical knowledge of building or know what to look for. The questionnaire below is devised to help buyers assess a house on the basis of things they can see and recognize. If a builder

has made a conscientious effort to provide comfort at a fair price, he has probably not skimped on materials or construction that cannot be seen or judged by amateurs. Each question should be rated according to the points allotted it. Top score on this quiz would be 330. The questionnaire is a short version of the *Home Buyer's Check List*, prepared by the Southwest Research Institute which has spent five years working with architects and builders all over the country in an effort to improve housing. The complete test with 171 questions sells in pamphlet form for 25¢.



1. Are there big trees in the immediate neighborhood? Is there a park, brook, pond or other natural interesting feature? Top score: (17) \_\_\_\_\_



2. Do several of the streets curve? Are there short dead-end streets to minimize through traffic? (14) \_\_\_\_\_



3. On a street running east and west, has builder put the same window arrangement on houses on opposite sides of the street, ignoring difference in sunlight and breezes? If so, score zero. (10) \_\_\_\_\_



4. Is the front of the house "dressed up" with fancier window styles than those on the sides? Does it have scalloped valances, shutters that do not close, fences that do not fence? If so, score zero. You'll get tired of these and wish the builder had spent the money more soundly. (13) \_\_\_\_\_



5. Are all large glass areas and doors protected by roof overhangs? They should be. (10) \_\_\_\_\_



6. Is there enough space for outdoor living and eating and is it reasonably private? (17) \_\_\_\_\_



7. How big is the lot? (Good: 75 ft. frontage or over. Poor: under 60 ft. or 6,000 sq. ft.) (15) \_\_\_\_\_



8. Has the builder planted any trees other than "foundation planting" along front wall of house, and has he provided fences or trellises or hedges for privacy from the street and neighbors? (11) \_\_\_\_\_



9. What ventilation is provided between ceiling and roof? (If you see a continuous slot under the eaves, or louvers that fill most of the gable ends, score full value. If you see no slots or only a small louver, score zero.) (10) \_\_\_\_\_



10. Does the main entrance open directly into the living room? If so score zero; score top value if it opens into a full entrance hall. (6) \_\_\_\_\_



11. Is there a coat closet (it should be a minimum of 3½ x 2 ft.) near the entrance? (6) \_\_\_\_\_



12. Can you get to the bedrooms and bath from the entrance and also from the kitchen without going through living room or dining room? (9) \_\_\_\_\_



13. How many exposures has the living room? If only one, score zero. (At least two exposures are needed for good light and ventilation.) (4) \_\_\_\_\_



14. Is there storage space in the living area for books, records, card tables, fireplace wood? (5) \_\_\_\_\_



15. What is the total length of the kitchen base cabinets (include length of the under-sink cabinet and storage part of range in total)? (Over 11 ft. is good, under 8 ft. 6 in. is poor.) (8) \_\_\_\_\_



16. How long is the kitchen "work triangle," which goes from the center of sink to refrigerator to range and back again to sink? (A total length of under 12 ft. or over 20 ft. is poor.) (6) \_\_\_\_\_



17. Is there a counter at least 1½ ft. long on each side of the sink, and on at least one side of the range? There should also be one by the opening side of the refrigerator. (6) \_\_\_\_\_



18. Is there space for storing an ironing board? And is there enough room to set it up? (5) \_\_\_\_\_



19. Is the bathroom big enough? Are the fixtures in compartments so that more than one person can use it at a time? If there are more than the three standard fixtures, is the fourth an extra basin? Is there room for storage and hamper? (11) \_\_\_\_\_



20. Are the bedrooms large enough? (Remember that children may have to study in theirs, parents may have to use theirs as a sitting room when older children take over the living room.) (8) \_\_\_\_\_





## Feed your dog like these Dash-fed champions!

Twin Beagle champions like Ch. Del-Rad Faith and Ch. Del-Rad Hope are rare. Frolicsome, happy dogs like these are the most convincing proof we can offer to show you how well Dash feeds and conditions dogs. Their coats have the true gloss that comes only from robust health. Their steady, hard-to-ruffle dispositions—so important in pets for children—tell you that nerves are sound and well-nourished. Dash will do as much for your dog—and quickly. Feed Dash every day—just Dash—nothing more is needed. Dash is fortified with liver, *the richest of all meats*. When you can help your dog so easily—why not get Dash and get started? The sooner the better! Dash is prepared under U. S. Department of Agriculture supervision.











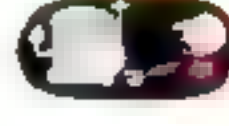









# Dash is fortified with LIVER!

CONTAINS CHLOROPHYLLIN—Stops Doggy Odors



A product of Armour and Company

## HOME BUYERS' QUIZ CONTINUED

21. Are windows in children's room so high that they cannot see outdoors? If so score zero. (4)  \_\_\_\_\_
22. Do bedroom clothes closets open full width? They should. How wide are they (minimum 36" per person, *not* per bedroom) and how deep (22-24" good, under 20" or over 26" is poor)? (15)  \_\_\_\_\_
23. Are there conveniently located closets for linen and cleaning equipment and materials? (8)  \_\_\_\_\_
24. Is there a convenient place to store trunks, boxes, furniture, skis, sleds, camping equipment, screens, storm sash, etc.? (These are often heavy and bulky, not easy to take up and down stairs. Basement storage is likely to be damp.) (6)  \_\_\_\_\_
25. Is there a place accessible to the outdoors to store the lawnmower, other garden tools and garden furniture that is not waterproof? (6)  \_\_\_\_\_
26. Can you go from garage or carport to house under cover when the weather is bad? (6)  \_\_\_\_\_
27. Is there a place for making minor home repairs? (You need some place to work and a place to store the tools, paints, ladders, etc.) (5)  \_\_\_\_\_
28. Is there a suitable place for children to play indoors? An outdoor play area where small children can be watched from the kitchen? (9)  \_\_\_\_\_
29. Is there a place in the house where you can read or study without being disturbed? (6)  \_\_\_\_\_
30. Do doors and windows open easily and close tightly? Is there metal weather stripping for protection on all outside doors? (4)  \_\_\_\_\_
31. What size is the water heater? (Minimum 30 gal. for a 3-bedroom, 1 1/4 bath house, 40 gal.) (5)  \_\_\_\_\_
32. Can you enter the house from any entrance and go through to any room without having to go back and turn off lights? For example is there a switch at each end of the bedroom hall? (3)  \_\_\_\_\_
33. Is there good light on the kitchen counters so that you do not work in your own shadow? (4)  \_\_\_\_\_
34. Who was the architect of the house? (Rate him by other work he has done. Has it been published? Has it won any prizes or awards?) (10)  \_\_\_\_\_
35. What is the square-foot price of the house (sale price divided by floor area—not counting garage, porch, basement, etc.)? Compare with lowest sq. ft. price in your region. (10)  \_\_\_\_\_
36. Does the builder give a warranty and if so, for how long a period? (If one year or more, score full value; if no warranty score zero.) (10)  \_\_\_\_\_
37. Does the builder make good on defects? (Ask people who have lived in his houses.) (12)  \_\_\_\_\_
38. Has the heating been adequate in this builder's houses? (Ask people who have lived in one of his recently built houses for a year or more.) (8)  \_\_\_\_\_
39. If there are basements in this builder's houses, are they dry? (Ask people who have lived in one of his recent houses for a year or more.) (8)  \_\_\_\_\_
40. PENALTY: If there are only two wires bringing electricity from the power line into the house, deduct 15 points. There should be three.  \_\_\_\_\_

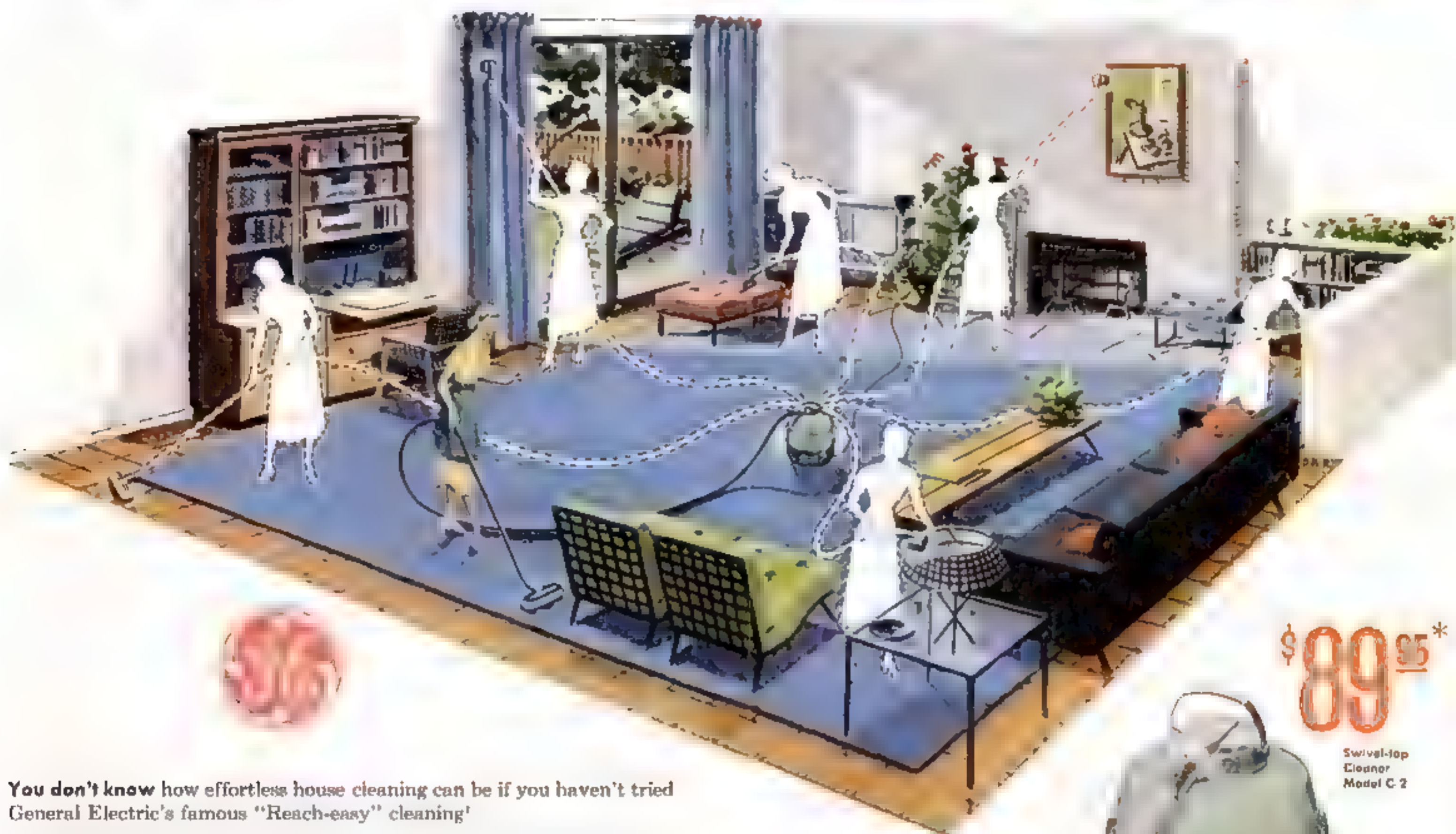
TOTAL SCORE: \_\_\_\_\_



No more tug of war!



Now G. E. gives you **"REACH-EASY" CLEANING!**



You don't know how effortless house cleaning can be if you haven't tried General Electric's famous "Reach-easy" cleaning!

You leave this cleaner in the center of the room the whole time you clean. For the amazing Swivel-top goes round with you as you go round the room—letting you clean everything . . . rugs, upholstery, even radiators! You get steady and strong cleaning power . . . the largest "Throw-Away" Bag made . . . and a cleaner built to last because it's built by G.E. See it soon at your nearby G.E. dealer's, General Electric Co., Small Appliance Div., Bridgeport 2, Connecticut.

Now! New Attachment Makes "Reach-easy" Cleaning Even Easier!



IT CLEANS RUGS . . . IT FLIPS OVER . . . IT CLEANS FLOORS!

No more fuss changing from rug to floor tool—because this new attachment has both! You clean your rug with a powerful tool that even gets up

"deep-below-the-nap" dirt. Then it flips over and . . . you clean your floors with a powerful tool that even gets up "deep-in-the-cracks" dirt!

Only G. E. gives you this new 2-in-1 attachment!



\*Manufacturer's suggested retail price, new 1954 model. Price includes carrying caddy and complete set of attachments for non-tiring cleaning.

You can put your confidence in—

**GENERAL  ELECTRIC**



# Now In This New Exclusive "SNAP-OPEN" Pack

*PHILIP MORRIS...the cigarette with more vintage tobacco*



The new PHILIP MORRIS "Snap-Open" pack is the fastest, easiest opening pack in the world. And it closes tight to keep cigarettes fresh. No more torn, messy packs. No more tobacco in pocket or purse. And *only* PHILIP MORRIS has it . . . the cigarette that gives you more rare vintage tobacco than other leading cigarettes . . . the kind of tobacco that comes along about once in every seven years.



CALL FOR **PHILIP MORRIS**

*America's Vintage Cigarette... America's Finest Cigarette*





JOCKEY WILLIE SHOEMAKER, SQUINTING THROUGH FLYING MANE OF "OUR JOHN WILLIAM," KEEPS PERFECT POISE DESPITE UNUSUALLY SHORT STIRRUPS

## SHOEMAKER UP

Willie takes over as top jockey  
and the one to beat in Derby

Willie Shoemaker, at 95 pounds the tiniest of big-time jockeys, has a nice way of moving on a horse. He rocks gently, his posterior tilted skyward while his sensitive hands keep delicate pressure on the reins. Other riders envy him his hands. They are a natural-born gift, they say, and give him a way with horses. Last year Willie rode 485 winners, breaking the previous record by 95. This week, aboard Correlation

in the Kentucky Derby, he is being looked upon as the guy everybody has to beat.

The first to concede that taciturn, 22-year-old Willie is the best rider going today is Eddie Arcaro, who until this year held that honor himself. "He's got everything—including youth," says 38-year-old Arcaro, and when they meet in a big race his youth and finesse sometimes give Willie the edge (*turn page*).





*Still A Best Seller!*



"OUR POPULARITY NEVER  
WANES, WHITEY!"



"THAT'S BECAUSE THE  
QUALITY AND CHARACTER  
OF BLACK & WHITE  
NEVER CHANGE, BLACKIE.  
IT'S FIRST WITH MORE  
PEOPLE THAN ANY  
OTHER SCOTCH WHISKY!"

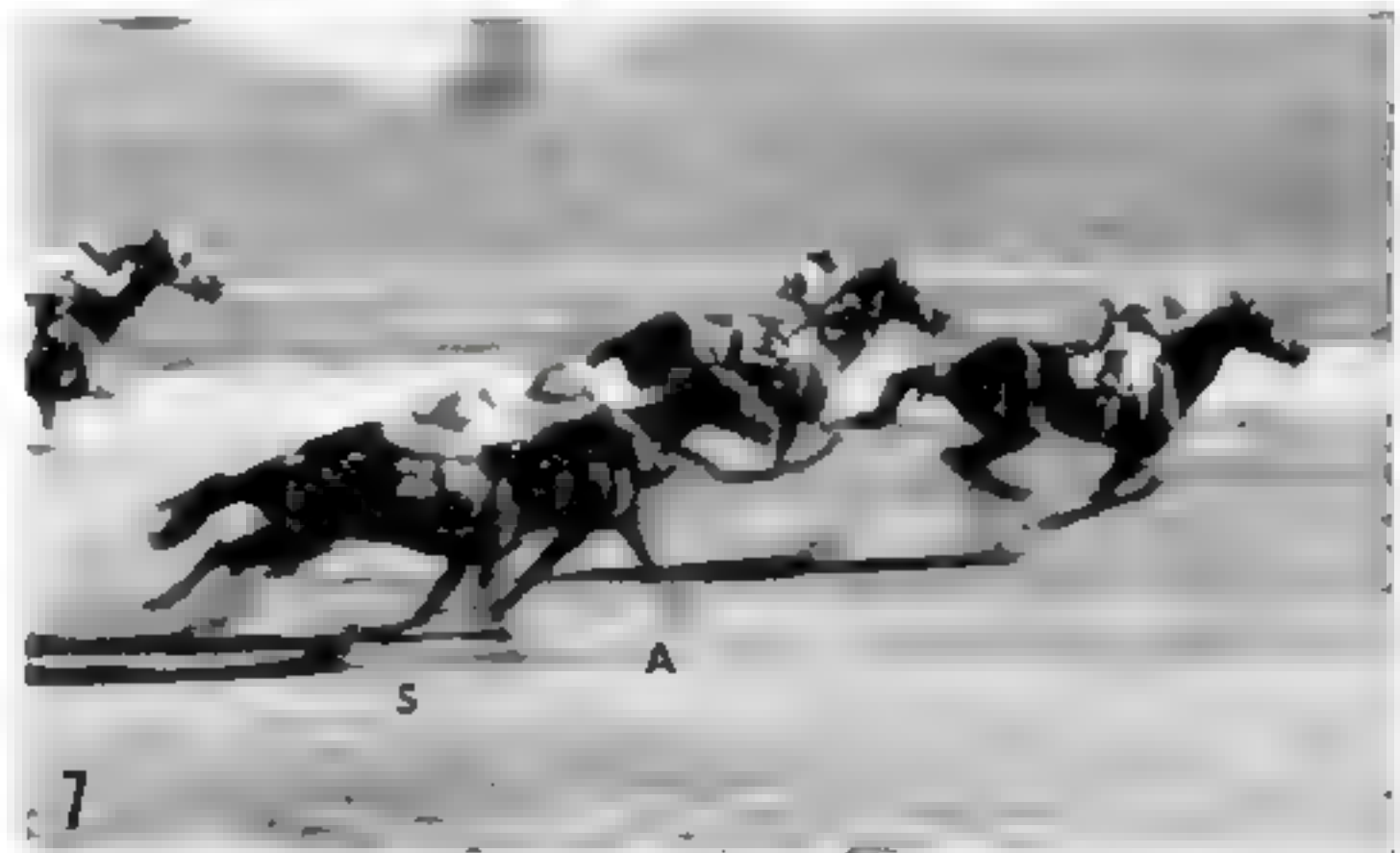
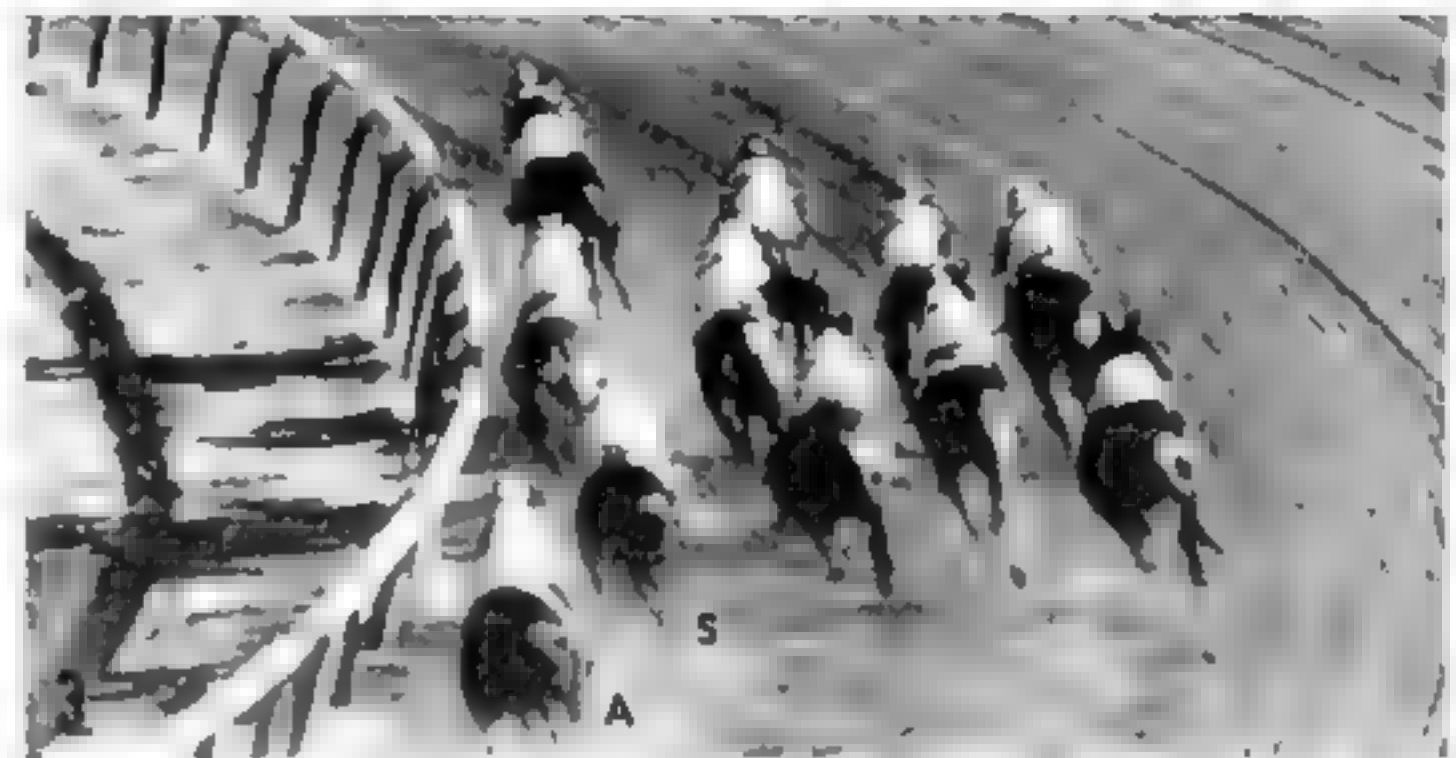
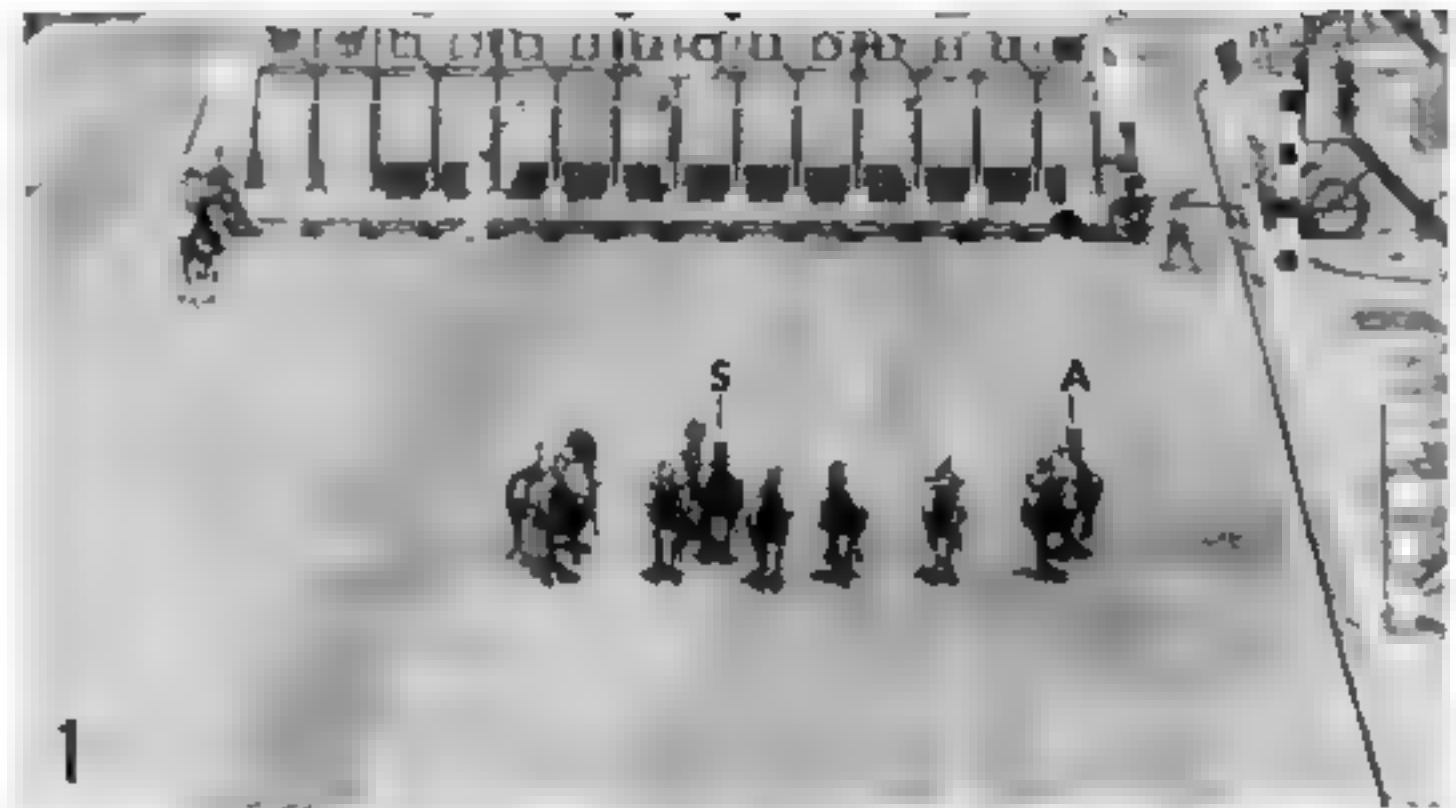


**"BLACK & WHITE"**

*The Scotch with Character*

BLENDING SCOTCH WHISKY 85.8 PROOF

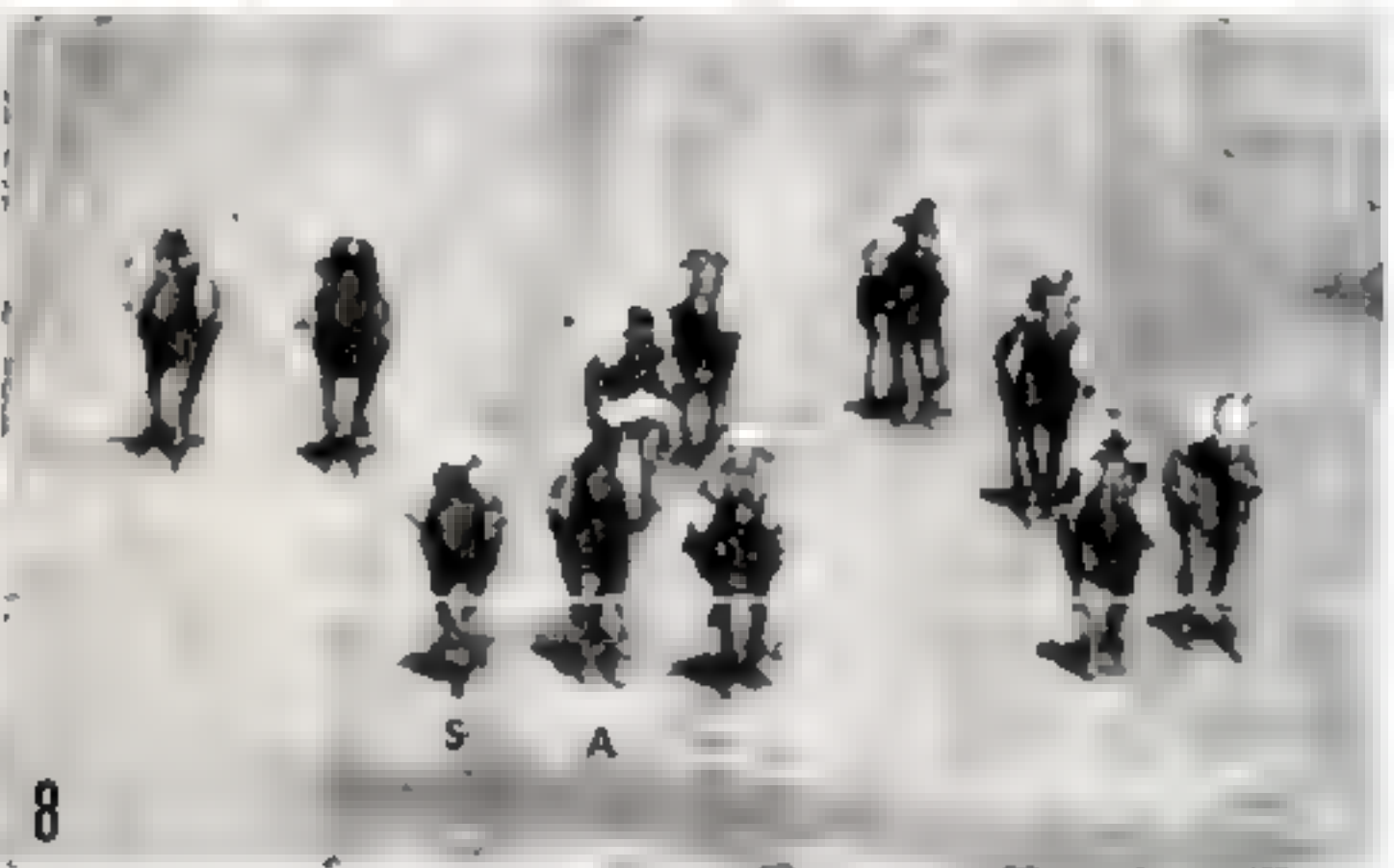
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



## WILLIE AND A 44-1 SHOT WIN

Willie, riding a 44-to-1 shot named Magic Lamp in last week's Jamaica Handicap, played an ingenious game of follow-the-leader with his old friend Arcaro up on Capeador at 6-to-1. The game, shown in the sequence above, began just after the start (1) when both riders allowed their mounts to fall behind the field (Arcaro's position is marked by the letter A, Shoemaker's by an S). Nearing the first turn (2), Shoemaker, having drifted in toward the rail to save ground, is next to last with Arcaro following in last place. Straightening out on the

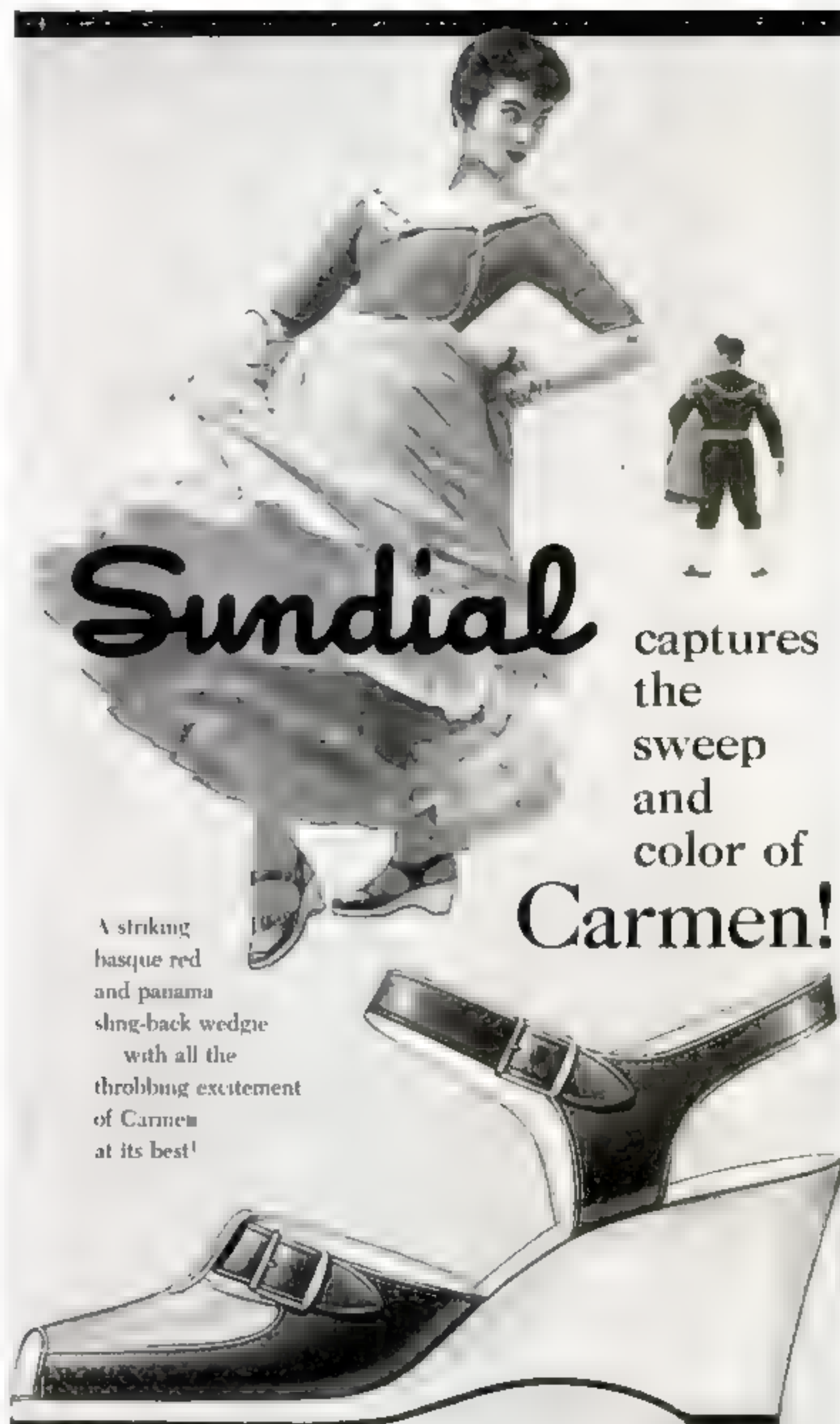




## A GAME OF FOLLOW-THE-LEADER

backstretch (3), Arcaro is still following Willie. But the positions reversed on the far turn (4) when Willie, blocked by another horse, had to pull up. Arcaro sneaked through on the inside (5). He never expected to see Willie again, but Willie was following him through the same opening on the rail. Entering the stretch (6), he swung wide and went to the whip. The two great jockeys, riding frantically, came up on the leaders (7). But young Willie was able to get more out of his horse and won (8), rewarding his fans at the rate of \$89.70 for \$2.

CONTINUED ON NEXT PAGE



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*at a stroke!*



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Watch hair behave the WISP-Stick way! Just stroke it on, then comb hair. What a difference! Hair stays put, gleams with smoothness. No greasy, "plastered down" look with this amazing new hair cosmetic.

As handy as your lipstick in a smart little portable case. It's smooth going for the girl who carries a WISP-Stick!

- keeps stray wisps in place
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Fits bag or make-up kit

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of cosmetic counters  
(slightly higher in Canada)

\*pat. applied for  
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## Shoemaker CONTINUED



**POST MORTEM** on a race finds Steward Marshall Cassidy gently chiding Willie for interfering with another horse as Arcaro (second from right) grins.



**MUTUAL ADMIRATION SOCIETY** consisting of Shoemaker and Arcaro meets between races. Each maintains that the other is the greatest jockey.



**ODDS-ON FAVORITE** for Kentucky Derby is established as Shoemaker and Correlation whip Derby rivals easily in Wood Memorial at Jamaica, N.Y.





When the lake is smooth as glass  
And you've caught a string of bass  
Treat yourself—right then and there—to the



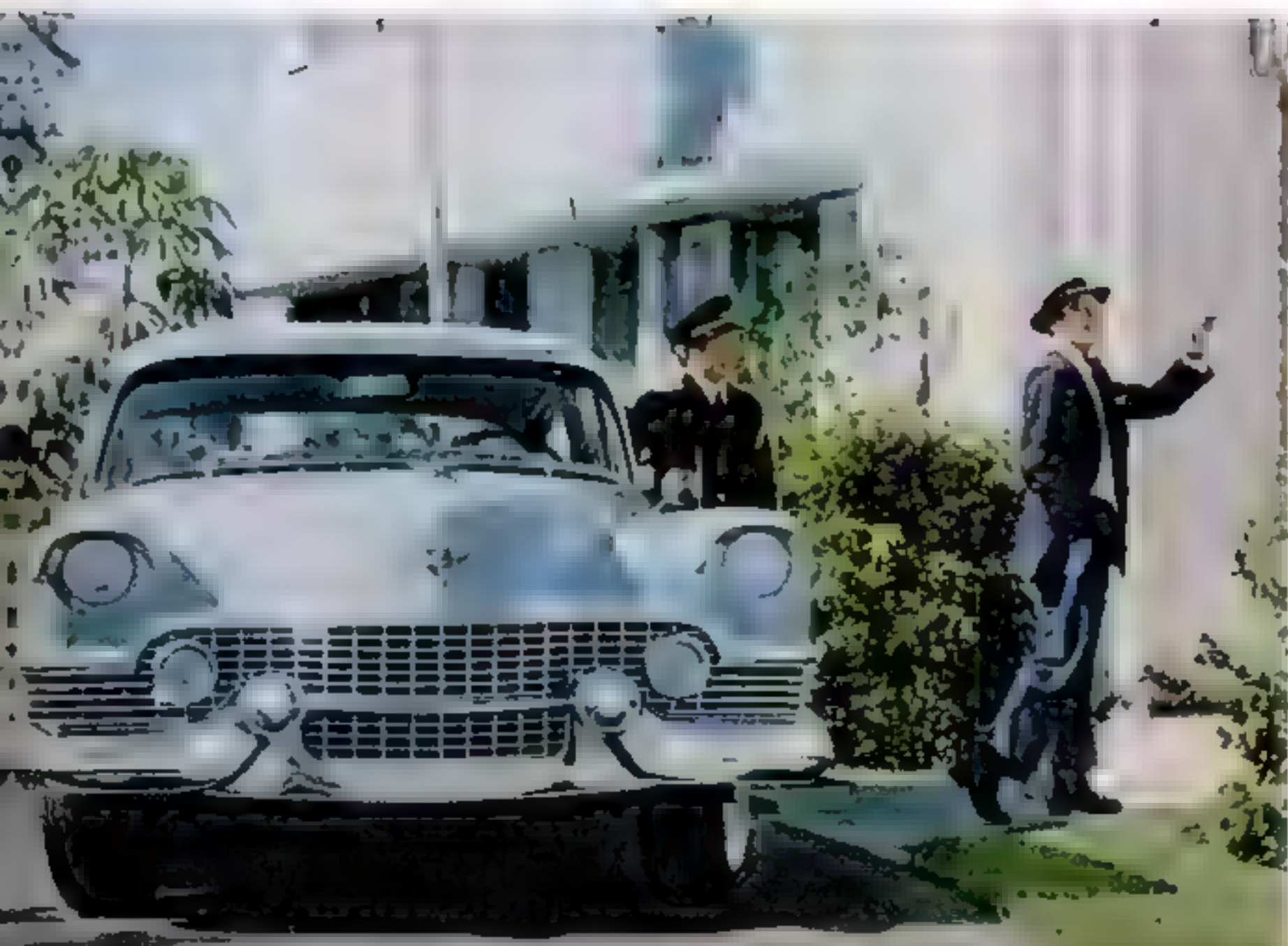
## Finest Beer Served...Anywhere!

Fresh-caught bass—sizzling on the fire. Delicious Pabst Blue Ribbon—chilling on the ice. What a tasty combination to whet the appetite of an outdoorsman! For you who are satisfied with nothing less than the finest, Pabst Blue Ribbon is a thrilling adventure in good taste. Discover today that smoother flavor the whole world knows—and loves!

*What'll You Have?*







## *Where a Man is*

A man has many private moods—and plays, the poets say, as many secret parts.

But not when he sits at the wheel of his Cadillac and points its graceful hood at the inviting highway!

For then, to see him, is to read his mind. He's happy!

Pride shows in his face as he steps on the throttle and takes the powerful engine through its thrilling paces.

He's relaxed and at ease—for the car holds him in perfect comfort, and his driving is as effortless and as enjoyable as human skill and ingenuity can make it.

Confidence shows in his bearing—for he knows that, wherever he drives, he will be recognized as a member in good standing

**YOUR CADIL**





## Seen at His Best!

in the most distinguished fraternity of motorists in the world.

And he's gracious—gracious, even, for a gracious man . . . halting for pedestrians, and to permit his fellow motorists to make their needed turns.

Yes, a man's mood is obvious at the wheel of his Cadillac. And it's one of his *finest* moods, and reveals him at his best.

And never was this so true as it is today. For the 1931 Cadillac offers more of everything it takes to make its owner proud and happy—and serene and satisfied.

Have you considered letting a Cadillac make its great contribution to *you*? We'll be most happy to show you how sensibly and economically it can be arranged.

**LAC DEALER**



# Cadillac





## Watch for Special 25<sup>th</sup> Anniversary Sale

At your favorite store soon!  
Bargains by the dozens!

**Join the party!** Take advantage of the "gala" sale to celebrate Birds Eye's 25th birthday at your grocer's soon!

Yes! It's 25 years since Birds Eye started the Frozen Foods Industry. And many, many brands have come and gone since then.

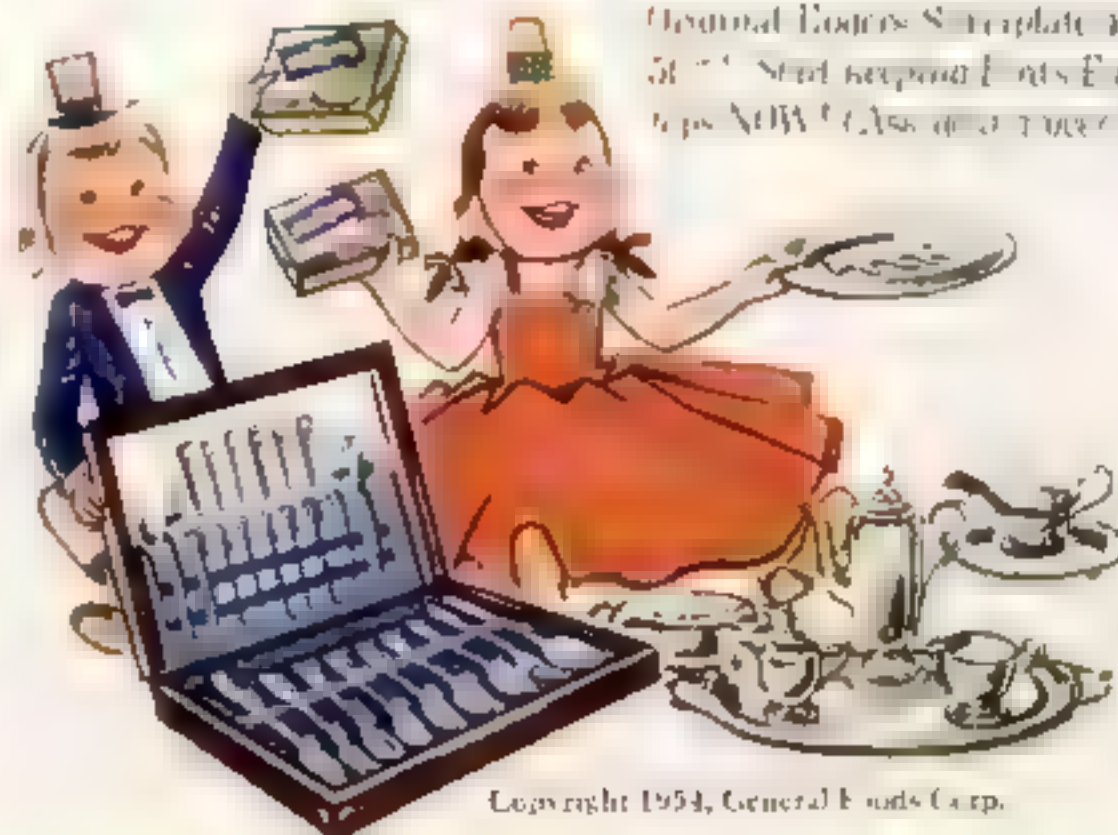
But the name BIRDS EYE still stands for the best—for something really "SPECIAL."

*Know why?* Because Birds Eye refuses to pack any but the *top best of the finest* foods. And Birds Eye quick-freezes them at the *special moment* of eating perfection.

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Bring the kids to the sale!  
Free give-aways!

**LET THE BUY PILES EYE—SPECIALLY DURING THE 25<sup>th</sup> ANNIVERSARY SALE!**



# Muggs and Cupid Put the Bite on Martha in a Busy Week



**HARDWORKING MARTHA** is sung about by chorus dancers as she sings *Love Is Sweeping the Country*. The dancer at her extreme left is Edward Begley



**MARTHA** IS STARTLED BY AD-LIB NIP ON ARM FROM GUEST STAR J. FRED MUGGS AS SHE REHEARSES WITH CHARLES RUGGLES (LEFT) AND CHIMP'S TRAINER

## DESPITE DISTRACTIONS, A RAYE SHOW GOES ON

Almost any week of rehearsal is an exhausting one for Martha Raye, whose gifted slapstick has made her one of TV's top comediennes. From the time she starts reading scripts for her *Martha Raye Show* (NBC-TV) she is prancing violently (*next page*), grimacing, shouting songs, never stopping for a breath until she has scarcely a pant left and never sitting down to rest until she is nearly prostrated. Cast as an adleppate who gets into impossible situations, she works herself out of them more by physical vehemence than by brain power. But wild as her normal work weeks are, Miss Raye never had a time quite like the days surrounding her last show.

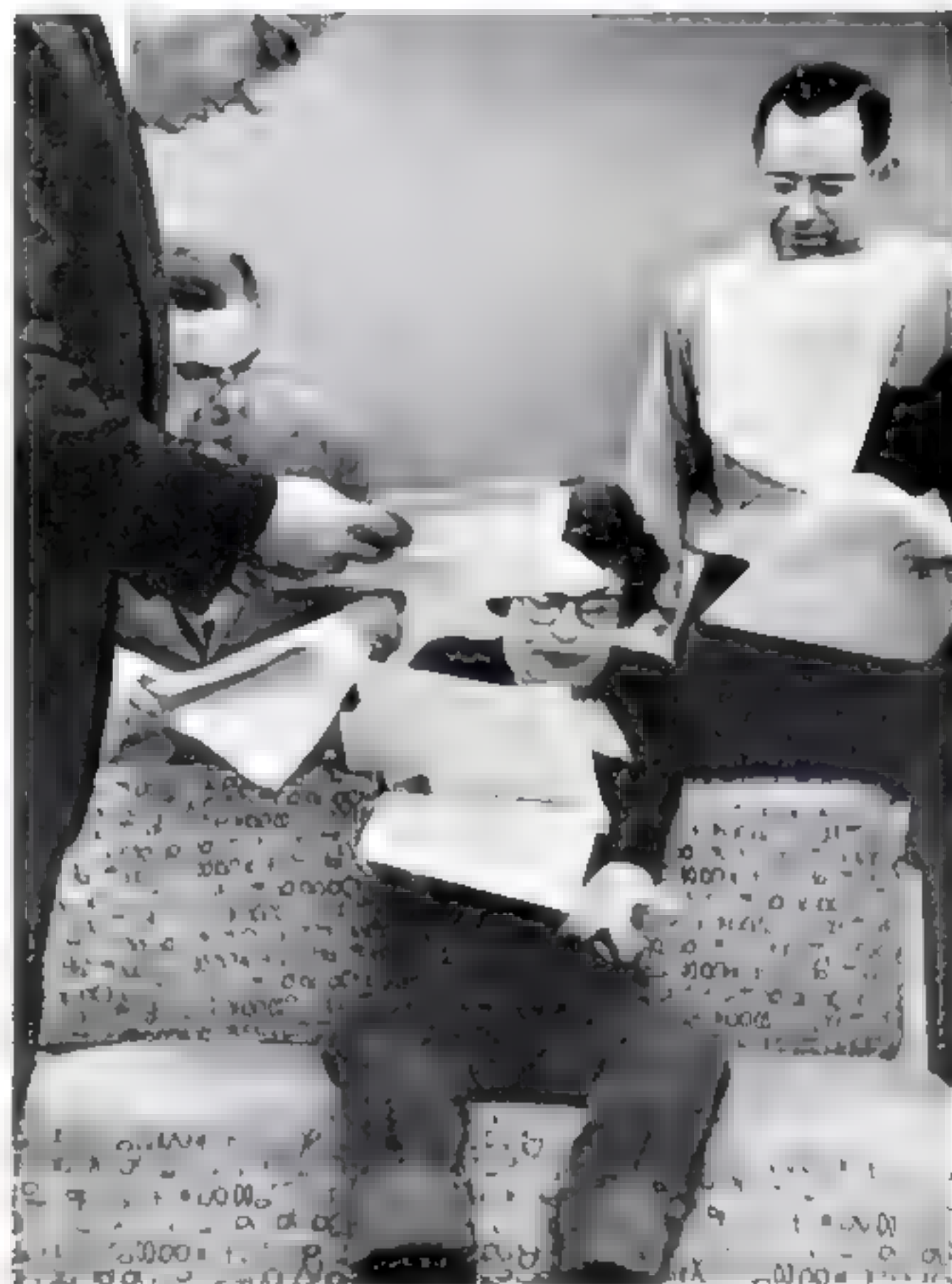
It all began with the regular Raye comedy calisthenics (*above, right*), setting a violent pace that the rest of the cast found hard to keep up with. It went on to rehearsals of scenes in which, following a usual script, Miss Raye was shoved around by the rest of the cast. In a bit of mayhem not called for in the script, she was assaulted by a misanthropic guest star (*above*). Then, having finished the show, she turned to a personal matter and, after an episode that involved chartered plane flights to Maryland and Virginia, she took herself a fifth husband (*right*).



**NEWLYWED MARTHA** hurrahs over her fifth marriage after surprise wedding to Dancer Edward Begley, 30 (*top picture*). Martha gives her own age as 37.



## Rehearsals End in a Collapse



**AT REHEARSAL** with Writer-Director Nat Hiken (right) Martha plays the holder of a controlling share of rail stock who is menaced by gangsters.



**PUSHED AND PULLED** by tycoons who, like gangsters, want to get her vital share of stock, Martha goes through a realistic rehearsal buffeting

CONTINUED ON PAGE 176

*Like the hugs  
you used to  
give her—*

It's the *thought* that counts  
so very much on Mother's Day  
So be sure to express yours  
on May 9th in the very finest  
way. You'll find perfect  
harmony of lovely sentiment  
and charming beauty  
in your favorite store's  
complete selection of finer...

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**Mother's Day  
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Be ready to remember

... the first time you saw her home ...  
... the day you first met her ...  
... the first time you saw her ... remember.



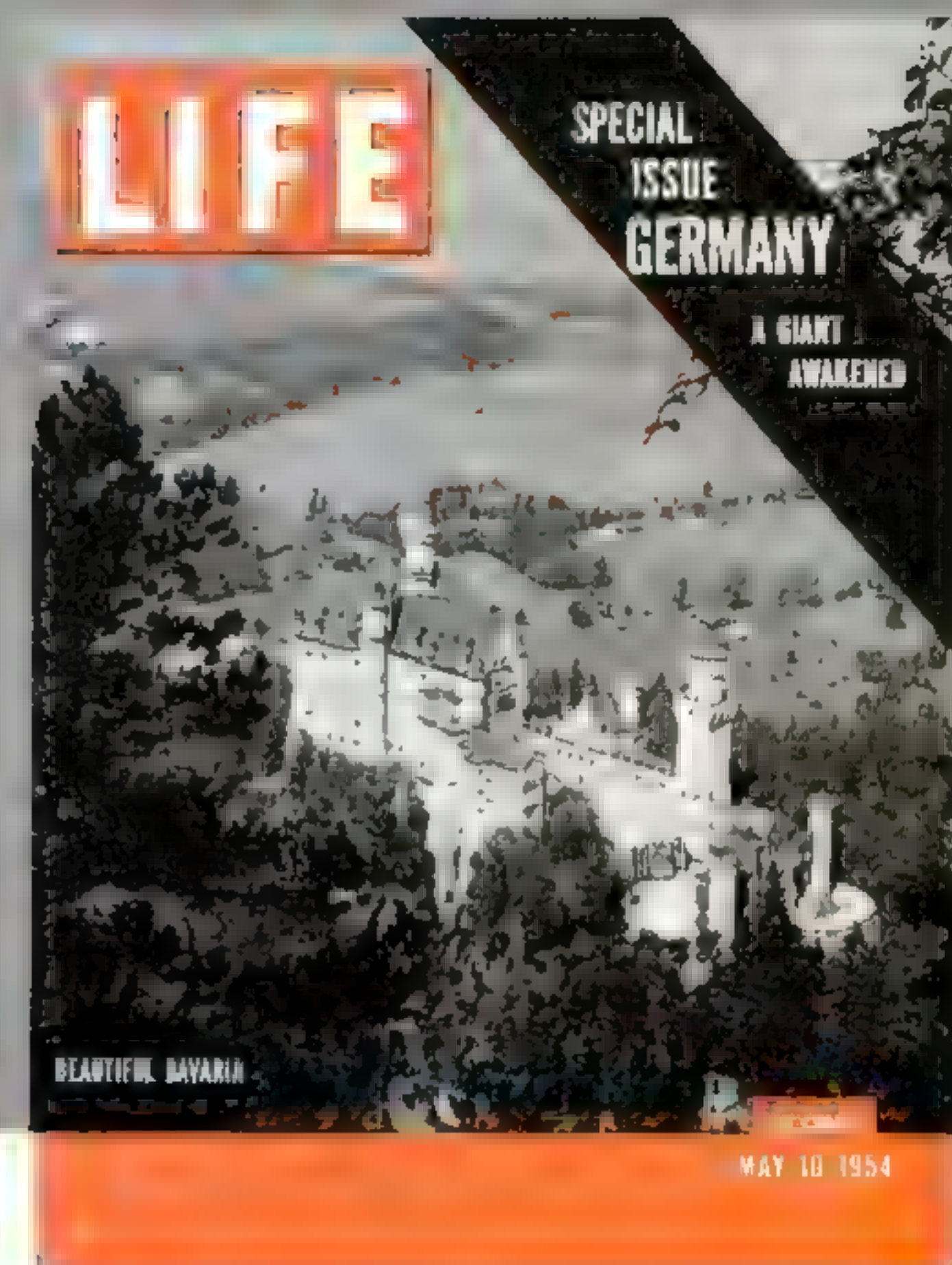
# Next Week: A Special Issue

**S**INCE its beginning in 1936, LIFE has published 17 "special" issues — issues in which the editors gave our readers an illustrated, documented and comprehensive look at a single, complex, important subject. Some recent special issues which readers will remember were on U.S. education, Asia, Africa and the U.S. economy.

Next week another vital single subject will be presented in a picture- and fact-packed special issue. The subject: Germany, the nation that rose from rubble in less than nine years to become the most important, dynamic country in Europe today.

How does Germany look, nine years after a war of its own making left it devastated and destitute? What of its industry, its economy, its government today? What of its religion, its art? What do its people eat and wear? How do they think and behave? How does this new Germany figure in the world of today . . . and in the world we want tomorrow?

To find the answers to these questions LIFE's Special Projects Department set up a skilled task force last year. Working out of the LIFE bureau in Bonn, 14 photographers, 13 reporters, along with writers and reporters from our other European bureaus and



German experts, criss-crossed the country gathering the pictures and facts for next week's 192-page special issue.

In 24 pages of color you will see the fabulous Rhine — the terraced vineyards and castles and fairy-tale villages along its shores, the work it fosters and the play it inspires. You'll see Germany's most famous living artists and samples of their work; an array of the products Germany exports—fine housewares, toys, gadgets and other examples of German ingenuity; revelers at the famous *Fasching* festival; a pictorial map of German history and a map of Germany as it is today.

Other stories will give you an on-the-spot look at Germany's phenomenal new industry, take you inside German homes and classrooms and churches, into the halls of Germany's present government and into the castles of Germany's historic past.

Next week's issue, in effect, will provide a unique, one-volume, profusely illustrated journey into the social, cultural and political life of a nation whose present and future are of the profoundest importance to the whole world.

ANDREW HEISKELL, Publisher



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More stylish little blouse you've ever owned — in the coolest, freshest fabric! This sleeveless club-collared convertible is crisply tailored in "Skip-Dent" — an exclusive, Sanforized® fine combed sheer-and-solid cotton with the coolness woven right in. White, pink, blue, or mauve... sizes 36 to 38... just \$1.98. At leading stores everywhere, or write to M. SERMAN & CO., INC., 1407 Broadway, New York 18, N. Y.

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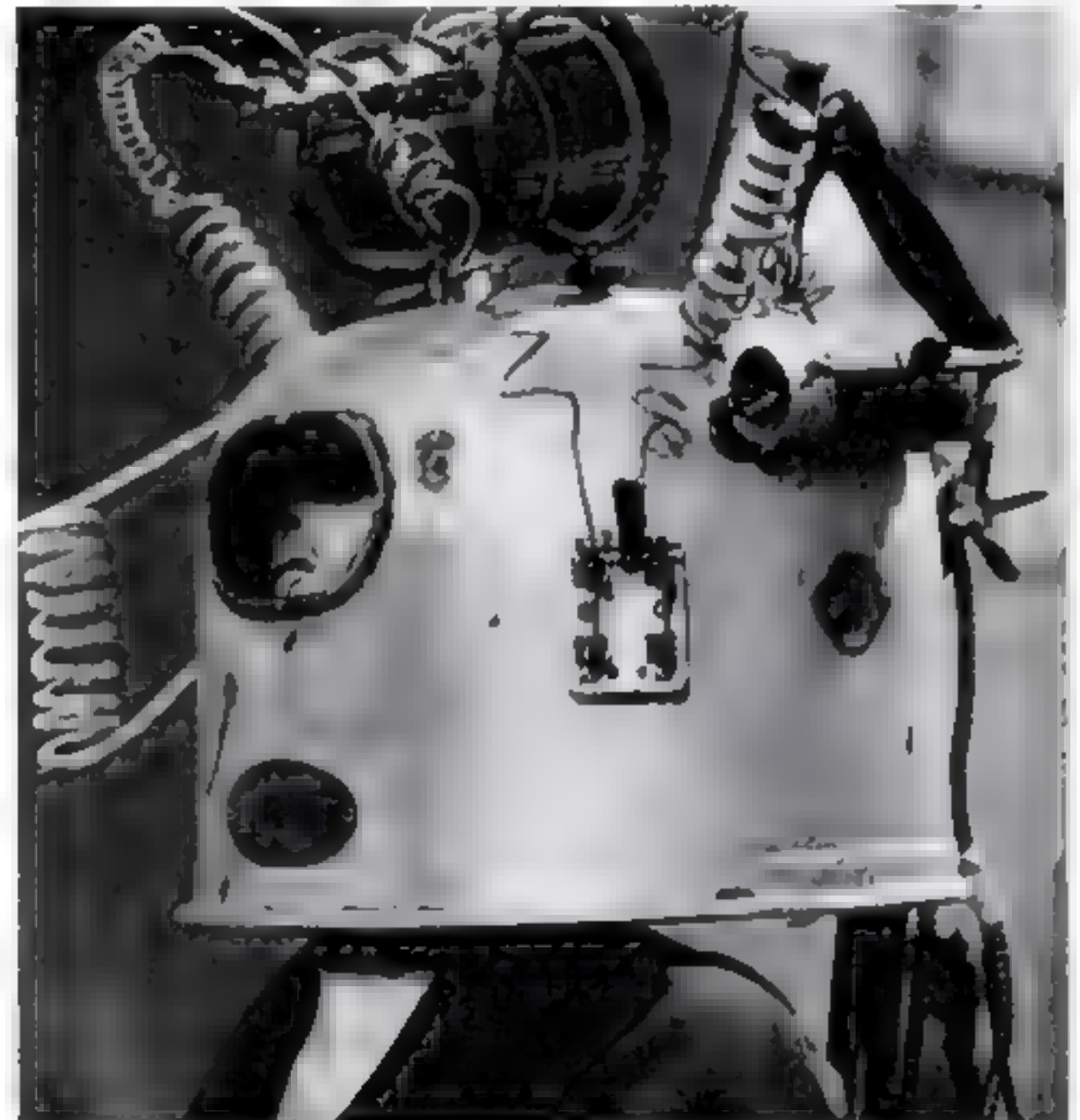
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**STRUTTING ON DOWN** in a gaudy revue number, Martha displays expanse of leg while her husband-to-be (center) shows an expanse of bare chest.



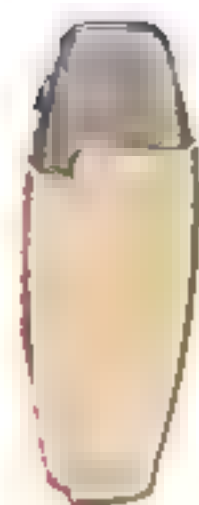
**CLAMPED DOWN** into a robot brain machine, Martha plays popeyed role of "Americus Ignoramicus," supplies empty head for robot's electric genius.



**BEATEN DOWN** by strain of rehearsals, Martha catches nap in TV theater. Her fourth husband, Nick Condo, who is still her agent, catches up on news.



# WORLD'S THINNEST



# LIGHTEST



**ELECTRIC SHAVER**

**FOR THE FIRST**

## FLOATING CLOSE SHAVE!

Never before in history has there been an electric shaver that makes close shaving so easy! It took 24 years to perfect the new CUSTOM SCHICK and here are the happy results:

IT  
FLOATS  
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**New Handy Thinness!** Built like a fine watch. Not an inch of useless bulk! Fits your fingers! Easy-to-hold shape makes it easy to use! The world's thinnest!

IT  
FLOATS  
OVER YOUR  
FACE

**New Comfortable Light Weight!** Not an ounce of useless weight. Moves over your face without effort. The world's lightest!

**New Fast Speed!** New real rotary motor packs more power than motors twice its size! A palm-size power house!

**New Super-Honed Heads!** They give you close shaves with but a feather touch! Exclusive, new precision honing makes them super-efficient!

### FREE HOME TRIAL

You must *feel* the Floating Close Shave to appreciate it, so we make this no-risk offer: Ask your dealer to let you use the new CUSTOM SCHICK at home for 10 days. Then, unless you're completely delighted with it, return the shaver to your dealer and get back every cent! You take no risk—you have everything to gain!

*on TV... "The Jackie Gleason Show"*

The New

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in new Space-Saver Caddy Case that's ideal for suitcase or bathroom shelf. **\$28.75**

BETTER-BUILT FOR CLOSER SHAVES • MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

*Schick Incorporated, Stamford, Conn.*



# This is the Life

... **RICH PLAN** way



... where I save

**time**- no standing in line, no parking problems, less time spent shopping, food is ready for cooking, meals in minutes, and for months ahead, no last minute mealtime rush the Rich Plan way... and I save

**work**- there's no cleaning, peeling, paring, or podding. I've become a household executive, with food delivered right to my freezer. Store trips are cut to a minimum and unexpected guests are no problem. I also save

**food**- cause leftovers become planned-overs. There's no waste in trimming, and with a wide variety of vitamin packed meals, we eat what we want when we want it with no rush or fuss. It's really wonderful, and best of all, I'm saving

**money**- by buying at Rich Plan quantity prices and from farmers' markets or farms when season prices are low. No longer do I throw out leftovers, and trimming waste is a thing of the past. Yes, "This is the LIFE, the one and only RICH PLAN way."



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## Chimp Adds Insult To Injury

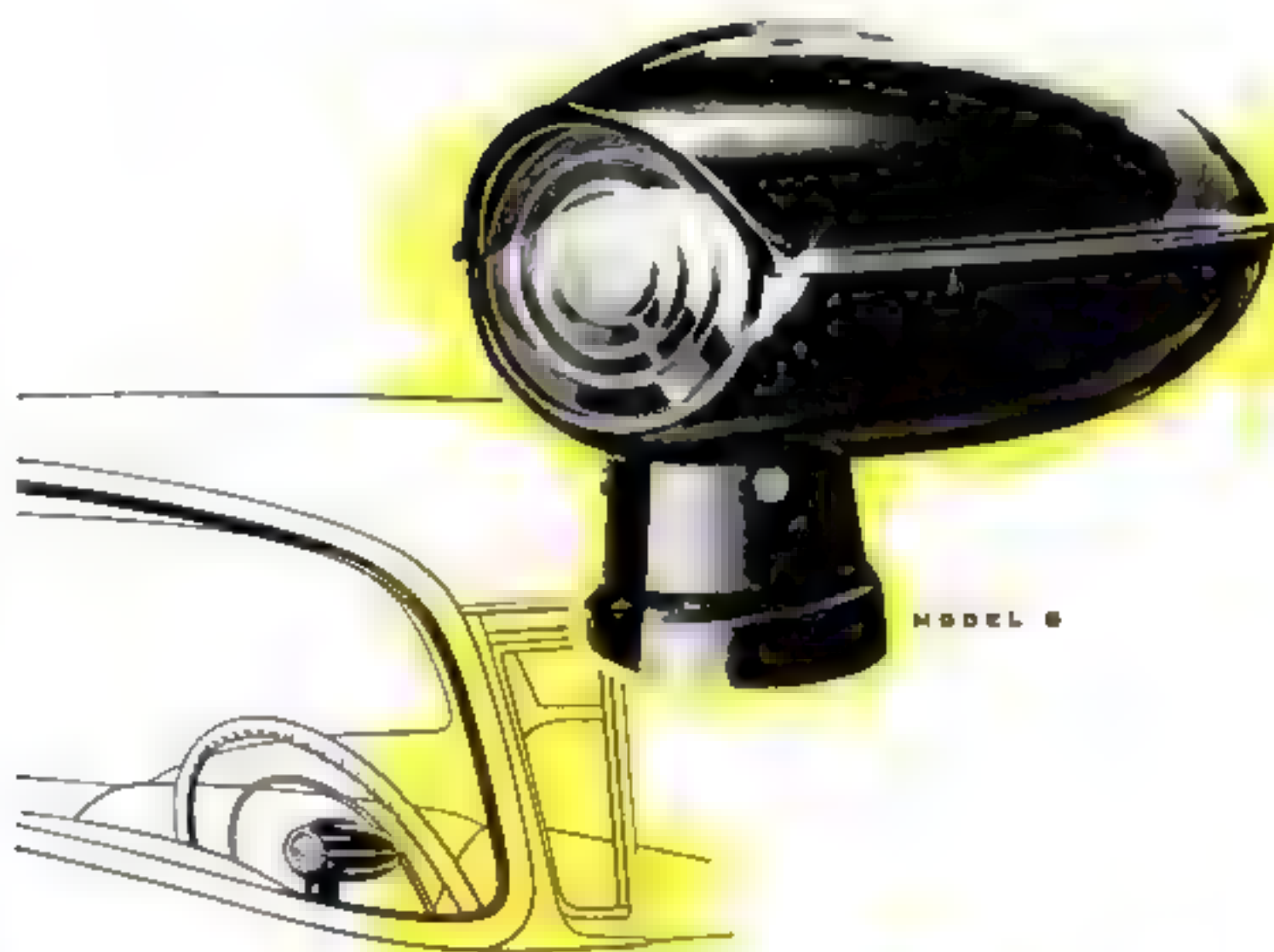


**AFTER BEING BITTEN** by J. Fred Muggs, Martha is comforted (top) by Ruggles but flees the grim-faced chimp, who later also bit Martha's stand-in.



**AT A SAFE DISTANCE**, Martha goes on air with an extra chair between her and chimp, who in this comedy skit outscored her in an intelligence test.

## ANOTHER GENERAL MOTORS CONTRIBUTION TO SAFER NIGHT DRIVING!



## AUTRONIC-EYE®

**AUTOMATIC HEADLIGHT CONTROL**

Now General Motors ushers in the "Autronic Age" of night driving safety—with the first completely automatic headlight control! On the highway after dark, the amazing new Autronic-Eye *automatically* dims your lights when an oncoming car approaches. Keeps them dim until all traffic passes. Brings them back to bright—*automatically*! See this latest electronic safety device in action. Ask your Cadillac, Oldsmobile, Pontiac or Chevrolet dealer for an Autronic-Eye demonstration real soon!

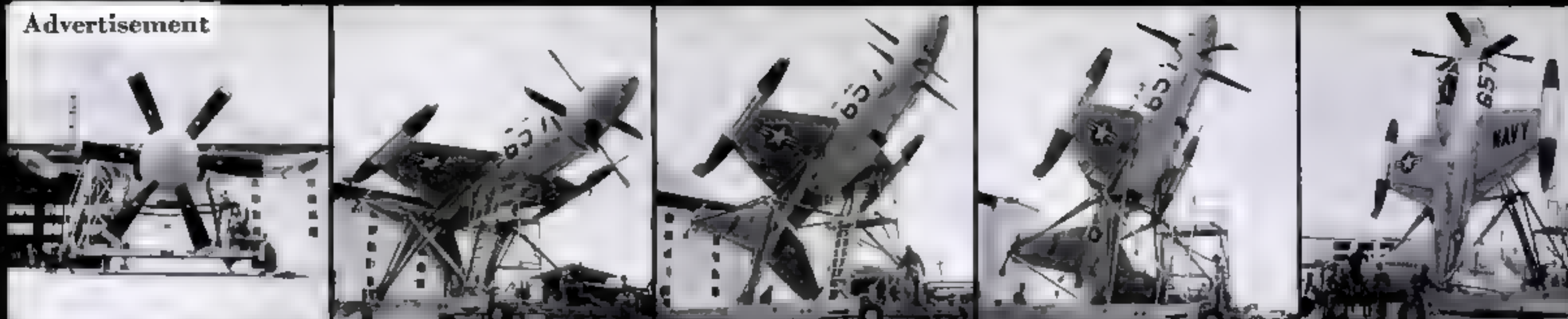


*Automatically*  
**AT NIGHT**

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SPECIAL CRADLE LIFTS XFV-1 from prone position (for servicing) to upright for vertical takeoff.

**Lockheed**







**WORLD'S LEADING JET TRAINER.** Lockheed's newest version of the T-33 (Navy TV-2), is also the world's most advanced trainer. Now built with more speed, more room, more safety, the new T-33 is designed to provide all the versatility required to teach jet skills—from rocket firing to dive-bombing. The T-33 is used to train 9 out of 10 U. S. jet pilots as well as those of many other U. N. countries. Including the T-33 and other famous Lockheed jets (*Shooting Star* and *Shufire*), Lockheed has produced more jet planes than any other manufacturer.



**GUIDED MISSILE** and pilotless aircraft research is advancing rapidly at Lockheed Aircraft Corporation. Here engineer-scientists from the Missile Systems Division test top-secret developments to meet complex problems of acceleration far beyond today's highest speeds.

# Scientists Unveil Radical Forms of Flight

*High-Speed Navy Fighter Takes Off Straight Up, Lands by Backing Straight Down on Its Tail*

Today's biggest news in aviation is the Lockheed XFV-1 built for the U. S. Navy—first successful vertical-rising plane designed on a different concept from the helicopter.

A powerful Allison turbo-prop engine with two jet turbines turning counter-rotating propellers lifts the XFV-1 straight up, rocket fashion. The vertical riser levels off for speeds in the 500-m. p. h. class, lands by backing straight down on its tail.

Exclusive feature of the Lockheed XFV-1 is its added ability to make conventional takeoffs and landings—very important to pilot training because it permits flying practice at high altitude prior to the pilot's first tail-down landing.

Lockheed's XFV-1 makes every open space a landing field, every ship an aircraft carrier. Points to the day when most U. S. fighter planes may take off vertically from anywhere.



**FIRST AND ONLY** flying radar station in the world is this Lockheed Early Warning Aircraft, now in quantity production for the U. S. Air Force and Navy. Long-range Super Constellations, literally loaded with tons of latest electronic equipment, give U. S. a new concept of defense, permitting detection of enemy invaders hours earlier than with ground equipment. Super Constellations can patrol long hours far beyond U. S. borders, where they can "see" (electronically) approaching aircraft for untold miles in all directions day or night. Super Constellations are latest in the Constellation series, which have served U. S. Armed Forces and 25 world airlines for 10 years with an unmatched record of dependability.

**FASTER THAN EVER** is the Navy's long-range P2V patrol bomber now that it has two kinds of power—with jet pods recently added to its turbo-compound engines. Increases its effectiveness in vital shore defense. Photo shows the P2V Neptune flying on jet engines only. Idle propellers give pilots an unusual sensation.

## Lockheed

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**NEW FLIGHT FORMS** are studied by Lockheed scientists to meet some and thermal problems of ultra-high speed, higher altitudes. At Lockheed's Hall of Science each development represents years of research, testing, proving—in man's continual invasion of the unknown.



# Now.. Millions of Americans Don't Suffer when Acid Indigestion Strikes

*...because They Always Carry This Wonderful Relief*

---



WHO'D KNOW THIS MOTHER SUFFERED  
ACID INDIGESTION ONLY MINUTES AGO

## TUMS *for the Tummy*



One minute spent reading this message  
may bring you years of happiness

It's a pity when anyone suffers the pain or discomfort of acid indigestion. Because it's unnecessary today. Gas, heartburn, sour stomach, full feeling due to excess acid—are quickly, almost instantly, relieved when you neutralize excess stomach acids with wonderful little TUMS.

TUMS is a remarkably tasty and harmless little tablet... that you eat like candy... whenever you feel the first signs of acid indigestion. In fact, millions of people often take TUMS after eating or drinking or smoking on an empty stomach.

Many people have abandoned the hazardous, excessive use of baking soda or "bicarb"... And TUMS do not contain soda of any kind.

Yes, many sensible Americans—senators, businessmen, professional men, housewives, laborers—people in all walks of life—depend on TUMS to keep them free from the pain or discomfort of excess stomach acid... And... without any fear of laxative action to worry them when they're out in public. And no spoons, measuring, mixing or "excusing yourself for a minute."

TUMS is the best and handiest little friend American tummies have ever had. TUMS cost only a dime for a whole roll. And you couldn't buy safer, quicker, more wonderful relief for a ten dollar bill.

People all  
over the Nation  
carry Tums as  
faithfully as  
they carry  
their keys!





CAUTIOUSLY BUT CONFIDENTLY, NINTH-GRADER JOE BERNER FINISHES A METAL ROD ON LATHE AS PART OF HIS SCHOLASTIC MAJOR AT MERGENTHALER HIGH

## SECONDARY EDUCATION, PART IV

# VOCATIONAL HIGH SCHOOL

Baltimore students take trade courses that lead directly to a pay check

PHOTOGRAPHED FOR LIFE BY ALBERT FENN

The sober-faced youngster concentrating on his task at the whirring machine above is distinctly different from most schoolboys his age. While others are still groping to discover what they want to do when they grow up and pondering whether to go to college, Joe Berner, at age 14, already has made up his mind. He intends to be an automobile mechanic. As a student at Baltimore's Mergenthaler Vocational-Technical High School, he is wasting no time in pursuit of his future. When he is graduated three years hence, he will step into the labor market, get a job that starts at 90¢ an hour and regard his education as successfully completed.

In the entire U.S. there are 160,000 teen-age boys and girls—little more than 2% of the seven million enrolled in secondary education—who, like Joe, attend public vocational high schools to train for work in the trades and in industry. Of considerably greater significance to them than the propositions of Euclid or the conjugation of an irregular French verb

is the best way to shave a ten-thousandth of an inch off a chunk of steel or to design a fashionable evening dress.

It is only in the last 35 years that America's public schools have made serious provisions for this kind of education. Now every "comprehensive" high school (LIFE, Dec. 14) offers at least a smattering of shopwork. But in 295 schools, of which Mergenthaler is one of the newest and most lavishly equipped, students spend a full half of their time at their trade, another 25% at related subjects. Only 25% of the school day is for academic work, a fact that infuriates critics like Dr. Robert Hutchins who decries vocational education as "fit for a slave state," a bleak luxury indulged in "because we are too lazy to learn how to live as human beings." To this his antagonists reply that vocational education is in fact democratic in the finest sense, achieving the purposes of American life by catering to the different tastes, abilities and aims of the young people it serves.





**WINDING AN ARMATURE**, involving precise placement of 104 fine wires, is required of Mergenthaler boys studying electrical equipment maintenance work.

## PLACE FOR PLUMBING, PERMANENTS AND PIES

At Mergenthaler no instructor or student ever loses sight of the fact that vocational education is terminal education. To permit three hours of uninterrupted shopwork for the patient and expert training of young hands, the school day itself is six hours long, an hour longer than at nonvocational high schools. Of the time spent outside the shops half is given over to "related" subjects—chemistry or mechanical drawing or mathematics angled directly to printing or carpentry or business. Into the balance of the school day are crammed the academic subjects which all students are required to take: English, social studies and music. However, because shopwork presents more hazards than bookwork and requires more supervision, students have the advantage of a smaller pupil-teacher ratio than at other high schools—13 to 1.

Mergenthaler's mission extends beyond the 40 major courses offered within its walls. Some 300 of its 1,600 students actually spend some of their shop time working outside the school in a cooperative program with employers. Students taking printing, cosmetology, business and dressmaking are encouraged to work in trades they are studying. For this they receive both academic credit and wages at the going beginners' rate.



**WINDING HAIR** in cosmetology classes gives girls chance to practice occasionally on each other (about) sometimes on their mothers—between times on wigs.



**FUTURE PLUMBERS WORK OUT IN TWO-STORY FRAME SHELL** →

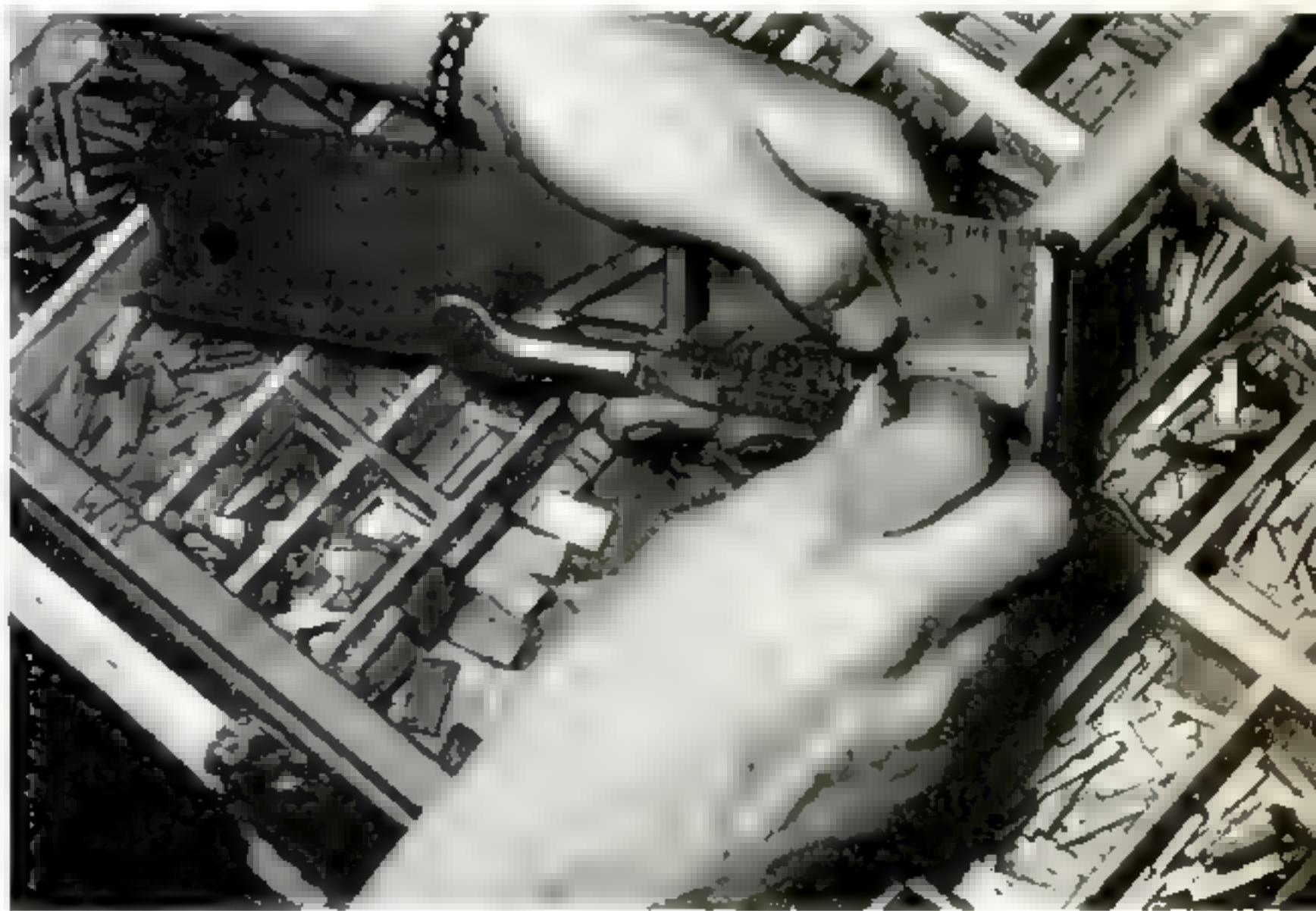




**KNEADING DOUGH** is basic part of bakery course which covers field from bread to fancy pastries. Everything produced in the class is sold at school store.



**LAYING BRICKS**, a boy in travel trades course used a "slicker" to smooth off the mortar. Lessons include wide carpentry, bridges, window framing.



**SETTING TYPE**, a boy in printing trades course finished a seven-inch letter in a "case." Additional work will involve setting type with machines.





**OUTSIDE THE SCHOOL**, students take noontime break on grassy slope overlooking red brick, blue-windowed \$8 million plant that occupies 17-acre campus.

## TRAINING THAT FILLS

Mergenthaler is distinguished not only by its outward appearance of a great, sprawling factory site (left) but also by a notable earnestness among its students. In all its 60 shops and 42 classrooms, there is almost no teen-age horseplay. The fact that it is a new school, a consolidation of three of Baltimore's outmoded smaller units, may contribute to this—its student body is not yet fully integrated. The boys work mostly in one wing where the heavy equipment is located and girls in another wing almost a quarter of a mile of corridor away. In addition many of the students are busy at the outside jobs which the school helps line up for them with their future fulltime employers.

As at most of the better vocational schools, Mergenthaler benefits from direct interest by nonschool people in what goes into the curriculum. Wherever possible, vocational educators work with local advisory committees made up of both industrial and labor representatives. These consultants check on students' work and help keep the courses up to date and relevant to actual working needs. Ideally there is such a council for every kind of trade. New York City, with the most varied vocational school program in the U.S., has 52 such councils. Baltimore, an important printing center, which named Mergenthaler school for the inventor



**IN FACTORYLIKE SHOP** sophomores work at metal lathes, part of the \$200,000 worth of tools and equipment that are used in training boys to work with

metals at extremely fine tolerances. A student in this course gets 1,620 hours of machine training and, when graduated, will be ready to make \$1.20 an hour.



## A COMMUNITY'S NEEDS

of the linotype, is best represented by the printing council (right) whose members feel that they in turn benefit from the in-school training of young people coming up in the field.

Over the long haul of U.S. vocational education, machine shop, automobile repair and electrical work have consistently been among the most favored school trades. But with the aid and advice of these industrial councils, such subjects as cosmetology, which 20 years ago was offered in only five states, is now available in 28. Aircraft mechanics which was not available at all, is now a standard course in 27 states.

This awareness of local needs has helped vocational educators contradict the scornful charge that their schools are a dumping ground for delinquents, classroom demons and dimwits. Moreover, educators have become increasingly selective. To be admitted to Mergenthaler, for example, a student must have an I.Q. of at least 90—no minimum is specified at any other Baltimore school—and must successfully complete a long series of tests indicating not only an interest but an aptitude for his chosen work. Even some unions, which once feared that vocational schools would flood the market with cheap labor, now acknowledge the diplomas of vocational high schools as part payment in time toward apprenticeship.



**PRINTING COUNCIL**, made up of Baltimore management and labor representatives, meets with school officials in school's print shop to review curriculum.



**IN BALCONY CLASSROOM** boys do their book-work on auto valves. When they have completed

this part of their lesson, they will go to engines, mounted in floor below, to work out the problem.



**WASH-UP TIME** comes as period ends. Here aviation mechanic pupils scrub at factory-type basin.



**PROBLEM OF HEATING** occupies the oil burner students. Thirteen of 25 units actually supply heat.





**STUDENTS' STORE** in main lobby attracts line-up of pupils (above) as well as outside customers.



**STUDENT SALESPERSON** sell school-baked pastry to fellow students at store's bakery counter.

## MERCHANDISE AND MASSAGE

The effort to keep up with the dynamic needs of an industrial society is responsible for the newest interest of American vocational schools in the "distributive" field which covers all aspects of selling, display and distribution of goods. Mergenthaler has recognized the importance of this field by placing a retail store, complete with cash registers and display windows, in the main lobby of the school (above). There, during school hours, students sell school supplies as well as the bakery products made by their fellow students. When they go downtown to their after-hours jobs in real stores, the students majoring in merchandising already have

some knowledge of the basics of their work. It is in distributive courses, as well as dressmaking and design, the food trades, cosmetology and business courses, that most of Mergenthaler's 600 girls are concentrated.

A practical dollars-and-cents approach is what keeps vocational educators always moving on into new fields. The philosophy which constantly bolsters them in their work is often expressed—as vigorously to friends as to critics—by Mergenthaler's Principal Howard E. Zieff: "There are three kinds of knowledge—social, academic and mechanical. Each has its place in the world—and each is important."



**LEARNING SWIMMING STROKES**, seniors get a demonstration of crawl in physical training course. Boys and girls use the pool in alternate semesters.

**LEARNING MASSAGE STROKE**, cosmetology students practice on classmates. Best way to break down fatty tissues: "Make it sound like horses' hooves."







## SUPER SAVINGS 'round the store

### Belmont BIG VALUE ENVELOPES

Reg. 37¢  
Now Only **27¢**

Giant pack of 100  
in handy carton.  
White Wave.

### VACUUM BOTTLE

Reg. \$2.25  
NOW ONLY **\$1.99**

Full quart Cape Cod bottle keeps contents piping hot or icy cold for hours. Red enameled steel case with red plastic cap that serves as a cup. Get several at this low price - for school, work, trips, picnics, camping.

### PRO-CAP ADHESIVE TAPE

1/2" x 5 yds.  
Reg. 23¢  
NOW ONLY **17¢**

Less irritating than ordinary tape. Sticks better, stays in place longer. Stork Nurser, 35¢....3 for \$1.00 Quik-Swabbs, cotton tipped, 100, 29¢ Airmail Envelopes, 6 1/2 size, regular, 10¢, a buy at only....7¢ Large Airmail Envelopes, pack of 9, regularly 10¢, now only....7¢ Airmail Tablet, reg. 15¢, now...13¢ Lord Baltimore Portfolio, white linen-finish paper and envelopes, 69¢

### REXALL DELUXE TOOTHBRUSHES

Only **59¢**

Six popular styles with long-lasting Hyzon bristles; two with natural bristles. Medium and hard textures. All medically approved. Select the style that's best for you!

### BATHROOM SCALES

Rex-Way  
**\$6.95**

Fully guaranteed, accurate, easy to read (flat magnifying dial). Easy adjustment knob assures continued accuracy. Your choice of colors.

# SAVE IN MAY AND EVERY DAY AT

## Mother's Day Gift Ideas

**Stationery** Beautifully boxed writing papers, many smart styles, plain and decorated. Imperial Vellum Stationery, 100 sheets, 50 envelopes, ivory enameled paper. A buy!...98¢ Engraved Letters, 24 sheets & envs...\$1.00 Pen and Pencil Set, \$2.50 value, only \$1.19 Symphony Oakgrain Stationery, 24 sheets, 24 envelopes, extra-heavy white paper...\$1.39

**Kitchen-Fresh Cottage Chocolates** 1 lb. **\$1.10** 2 lbs. **\$2.20**  
Superb, original recipes. Creams, nougats, fruit centers.

**American Custom Chocolates** 1 lb. **\$2.00** 2 lbs. **\$4.00**  
Delicious assortment of our finest candies.

**American Heritage Chocolates** 1 lb. **\$1.50**  
Rich selection of creams, chewies, nuts, milk and dark chocolate coated.

## CHECK YOUR MEDICINE CHEST NEEDS



**Rexall Aspirin.** Laboratory tests prove no faster-acting aspirin made 5 grains of pure aspirin in every tablet. Bottle of 100...54¢

**Rexall Celurex Laxative Tablets.** Safe, natural, lubricating bulk plus gentle laxative action. 65 a...89¢ 130's, only...\$1.69

**Aerosol Fungi-Rex.** Spray-on relief for Athlete's Foot, Greaseless, stainless; positive coverage of infected area, 4 oz. ....\$1.59

**Aerosol Rex-Salvage** for burns. Antiseptic spray forms protective film to prevent infection and promote healing. 5 oz. ....\$1.39

**Rexall Mi-31.** Time-tested, amber-color mouthwash, gargle, breath-deodorant and multi-purpose antiseptic. Full pint, only 79¢

**Rexall Klenzo Antiseptic.** Baby-red, cinnamon flavored, refreshing mouthwash, gargle and breath-sweetener. Pint...79¢

## CARA NOME

## BEAUTY VALUES

### FREE! \$2.00 VALUE

Springwood Cologne Stick 2 1/2 oz.

when you buy the 4 oz. bottle of Springwood Cologne

Total Value **\$4.50** BOTH FOR ONLY **\$2.50**

### FREE! Purse Size Deodorant Stick

with your purchase of Cologne Stick

Both in smart plastic case. Your Choice of Cara Nome, White Mink or Springwood fragrances.

Total Value **\$2.25** BOTH ONLY **\$1.25**

### LIPSTICK SPECIAL

CARA NOME LIPSTICK

WORTH \$1.10

Only **39¢**

with every \$1.00 purchase of any Cara Nome, White Mink or Springwood product.

### CARA NOME CREAMS

for the one woman in ten with sensitive skin

EACH, **\$1.25** ONLY

Hypo-allergenic - pure, mild, safe for most sensitive skins.

Cara Nome Cold Cream, 3 oz.  
Cara Nome Special Dry Skin Cleansing Cream, 3 1/2 oz.  
Cara Nome Cleansing Cream, 3 oz.

### 1/2 PRICE SPECIALS

CARA NOME compressed face powder

Reg. \$1.10 NOW ONLY **55¢**

CARA NOME complexion soap

Reg. \$1.50 NOW ONLY **75¢**

Special Package of 3 cakes

### NEW COMPRESSED DEODORANT BATH POWDER

Your Choice of 3 fragrances:

Cara Nome \$2.00  
Springwood \$2.50  
White Mink \$3.00

Spill-proof, easy to use, deodorant, effective. Big puff.

### CARA NOME BEAUTY BUYS

**Cara Nome Make-Up Stick.** Non-drying, non-greasy, complete make-up for every type skin. 5 lovely shades, ea. \$1.50

**Cara Nome "Natural Curl" Permanent.** with "Neutra ork" Neutra izer to assure natural-looking curls from very first day. Choice of 3 kits for 3 different types hair. \$1.50

**Cara Nome Natural Curl Permanent for Little Girls.** ....\$1.50

**Cara Nome Color Shampoo.** Cleanses, colors, conditions hair. Not a bleach, not a rinse. 12 shades, each \$1.25

**Cara Nome Deodorant Cream.** Stainless, quick-vanishing base. Protects after-bath freshness for hours. 2 oz. ....\$1.00

**Cara Nome Deodorant Spray.** Delicately scented anti-perspirant in plastic squeeze-bottle. Lasts a long time. 3 oz. ....\$1.10

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## YOU CAN DEPEND ON ANY DRUG



# REXALL

## DRUG STORES EVERYWHERE

Select your favorite of these four famed BISMA-REX PRODUCTS for acid-indigestion

4 1/2 Oz. **89¢**



### BISMA-REX POWDER

The soluble-powder antacid that acts almost instantly; prolongs relief for hours with exclusive relay action; neutralizes excess acidity, relieves heartburn, eases gastric distress, soothes irritated stomach membranes.

**FREE:** ask your druggist for sample packet of Bisma-Rex.



### BISMA-REX GEL

8 oz. **\$1.19**

New liquid antacid. Basic Bisma-Rex formula, plus Aluminum Hydroxide and Magnesium Trisilicate. Leaves protective coating on irritated stomach membranes.

### BISMA-REX MATES

75's **89¢**

Keep a bottle of tablets handy—both at home and at work.

### BISMA-REX TABLETS

12's **10¢** 3 rolls **25¢**

Convenient-to-carry rolls of 12 tablets—for pocket or purse.

REXALL DRUG PRODUCTS ARE GUARANTEED TO GIVE SATISFACTION OR YOUR MONEY BACK



**Rexall Eye.** Soothing eye lotion reduces irritation caused by foreign matter or strong light. With eye-cup... Half-pint, 69¢



**Rexall Orophacin.** Mouthwash and gargle. Inhibits bacteria. Penetrates; assures effective coverage. Half-pint... 98¢



**Rexall Mineralized B-Complex.** a balanced diet supplement—9 B-Vitamins plus Minerals, Liver, Vitamin C. 100's... \$5.95



**Special: Rexall 5-X Multi-Vitamins.** Bottle of 50 tablets plus trial size, 10-tablet bottle **FREE OF EXTRA COST, \$6.95**



**Monacet APC Compound.** time-tested pain relief formula of aspirin, phenacetin and caffeine. Bottle of 100 tablets... 79¢



**Rexall Multi-Vitamin Formula V-10.** gives 5 times minimum daily requirement of Iron, plus 4 Vitamins and B12. Pint... \$1.98

### TOILETRY TIPS

**Rexall Lanolin**, for chapped or tender skin. Ideal for babies; 1 oz. tube... 29¢  
**Rexall "Ready Shave"** Aerosol dispenser for billows of lather. 10 oz., \$1.00  
**Stag Brushless Shave Cream.** No fuss... no rub-in! Jumbo tube... 50¢  
**Helen Cornell Bobby Pins.** 90 regular or 72 rubber-tipped. Black or bronze. Regular 25¢, now... 18¢ or 2 for 35¢

### FAMILY AND HOUSEHOLD HELPS

**Rexall Calamine Lotion**, 4 oz. ... 35¢  
**Rexall Rubbing Alcohol Compound**, relieves muscle soreness. Pint... 69¢  
**Fly-Da-Way Folding Syringe.** Folds into compact zipper carrying case, red; holds 2 quarts... \$4.95  
**Rexall Hygienic Powder**, dissolve in water for spray or gargle. 6 oz. ... 75¢  
**Rexall Boric Acid**, powder or crystals, for soothing, cleansing eyewash, 4 oz., 37¢  
**Rexall Aspirin for Children.** 50 raspberry flavored, 1/2 grain tablets... 35¢  
**Antiseptic Skin Tincture**, highly effective application for minor cuts, scratches, abrasions; 1 oz. and applicator... 33¢



**Rexall Plastic Quik-Bands.** Ready-to-use adhesive bandages. Adhere even in water. Plain or Mercurochrome, 33's... 39¢

**Rexall Mineral Oil**, full pint... 69¢

**Rexall Glycerin Suppositories**, adult or infant, 12's... 43¢

**Rexall Polymulsion**, pleasantly flavored liquid containing Vitamins A, C, D, B1 and B2, mixes readily with baby's formula, fruit juice, etc., 4 oz. ... \$1.15

**Rexall Insect Repellent Liquid 448.** Won't harm clothes. 2 ounces... 59¢

### 10 IMPORTANT VITAMINS PLUS B12, PLUS LIVER AND IRON

**Rexall Plenamins.** Complete vitamin protection. 72's, \$2.59



## LOSE 20 POUNDS BEFORE SUMMER

*Ann Delafield* can show you the natural way to slim down for summer fashions



Complete  
**\$6.95**

Repeat Package  
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Don't wait till summer and *wish* you had a good figure for your bathing suit and those lovely summer styles. You can be inches smaller by the swimming season if you start losing weight *now*. With Ann Delafield's Plan, you can lose up to 5 pounds a week. Thousands have done it. So can you! Here's how easy it is.

You lose weight *naturally*—without starving, without counting calories. All that work is done for you in Ann Delafield's appetizing, low calorie menus. Her Appetite Reducing Wafers (a food—not a drug) are a *treat* between meals... and take the edge off that appetite. And her special Vitamins provide dietary protection while the pounds go down. Remember... you can't hide your bulges in a bathing suit! Don't put this serious problem off another day.

### START TODAY—BE A SLIM BEAUTY BY SUMMER

#### YOU GET:

①

Big illustrated beauty- and-reducing book.

②

30 days' supply of Appetite Reducing Wafers.

③

30 days' supply of Vitamins to guard your diet.

#### COMPARE!

*So few cents a day* for the only complete reducing and beauty plan.

## WARNING TO MEN

### WHO ARE OVERWEIGHT

Insurance companies consider *you* a *risk*! Their statistics prove you are more susceptible to heart and other diseases that shorten your life expectancy! Lose those dangerous pounds *now* with this new, safe, scientific plan *which lets you eat*.



Complete  
**\$3.50**

Repeat Package  
**\$2.50**

### THE 10-DAY DELAFIELD REDUCING PLAN FOR MEN

Swift, safe. Shows you how to eat wisely, exercise correctly, keep trim. Gives you Appetite Reducing Wafers and Vitamins.

PRODUCT THAT BEARS THE NAME **REXALL**



LAUGH WITH  
**Amos 'n' Andy**  
Sundays, 7:30 p.m.  
EST, CBS Radio Network



# My Five-Year Exile in

## FAMOUS FUGITIVE DESCRIBES HOW

*One of the most colorful figures in South America was still recovering last week from a bizarre experience. It had imperiled the relations of two countries, been the subject of three judgments by the World Court at The Hague—and lasted five years. It all started in 1948 when the government of Peru outlawed the radical (though non-Communist) APRA party and its leader, Víctor Raúl Haya de la Torre. Señor Haya, student at Peru's best law school and Oxford, England, and a veteran of Lima's jails, this time took advantage of a law that is peculiar to South America: it permits a government to give "legation asylum" to a political refugee even in the refugee's own country. But what started as a temporary haven for Haya became an international cause célèbre which was settled only after a new interpretation of the asylum law had been voted by all South American countries. Finally freed and exiled to Mexico, Haya has written for LIFE his account of the five-year international incident.*

**T**HE front entrance to the Colombian embassy in Lima, Peru leads through a pair of iron gates, a formal garden and up to an arched and colonnaded doorway. On the night of Jan. 3, 1949 I sat in a car parked at the curb while I studied that entrance. At the wheel was a woman friend of mine whose name, for political reasons, I cannot disclose. The motor of the car was still running as we watched her cousin, also a woman, approach the embassy. She swung open one of the iron gates, walked across the garden, went up the steps and rang the doorbell. I edged forward on the seat, picked up my belongings and prepared to get out of the car as quickly as possible. It was only a few seconds before the door swung open. I could see the tall figure of the butler silhouetted against the lights inside. The moment had come.

I whispered my hasty goodby, stepped out of the car and through the open gates and strode swiftly across the garden. My belongings, consisting only of a small suitcase and a portable typewriter, bumped against my legs as I jogged up the steps. The butler appeared slightly startled, but he took my bag and typewriter, ushered me in and showed me a seat in the hall. Here my companion bade me goodby and departed. The butler informed me that Ambassador Carlos Echeverri-Cortés was out but that he would notify the ambassador of my arrival. The tall figure bowed and left the room. He was an elderly Italian and his name, I was later to find out, was Alfredo. I was to know him much better than I then imagined.

As I sat in the big Louis XIII armchair, I realized that now I could relax—almost. For three months I had been on the run. On Oct. 3, 1948 the Peruvian fleet had rebelled against President José Luis Bustamante. The revolt was crushed the same day, but President Bustamante reacted by blaming it on my political party, APRA, and outlawing the party and all its members. As its leader, I was Bustamante's chief target. I was ready to swear that neither I nor anyone else in the party had anything to do with the rebellion. But it was obvious that I would not get a fair hearing. My only choice was to go into hiding.

I lived in the homes of friends, in hotels that appeared to be safe from Bustamante's searching parties, in the houses of workers who were Apristas. Periodically, late at night or at dawn, I changed hiding places. On Oct. 19 my mother died. Bustamante's interior minister, Julio César Villegas, ordered his police to arrest me if I appeared at the funeral, so I could not go. My brother Edmundo took a chance and went. The guards who seized him let him have only a moment's look at her casket before they dragged him off to jail.

While I stayed under cover, my pursuer was replaced. Manuel Odría, one of Bustamante's ministers, led a revolt that took over the government. But he merely intensified the search for me. The charge: attempting to overthrow Bustamante's government. Odría was determined to punish us for trying to do what he had just accomplished. Peru was put under martial law and no one was allowed on the streets after 9 p.m. As I went from hiding place to hiding place I even had to adopt disguises. All the while the Apristas bravely continued to hold meetings, now underground. I went to them. But as the dragnet tightened, it became obvious that I could not elude my pursuers forever.

Still I was unable to bring myself to seek asylum. It was at a Christmas Eve meeting of the APRA that my colleagues forced the



LONGING FOR FREEDOM, Haya leaned out a window of Colombian embassy that he had made his voluntary prison. LIFE ran this picture March 23, 1949



# My Own Country

by VICTOR BAUL HAYA de la TORRE

## HE WON TITLE OF 'MR. ASYLUM'

decision. The question was submitted to a ballot and mine was the only vote against asylum. All the others demanded that I follow the lead of the other APRA leaders, who had already sought refuge in the embassies of other countries or had escaped across the border into temporary exile.

As I sat in the hall of the embassy letting my mind run back over those past three months, my swift-racing review was interrupted by footsteps at the door of the embassy. But it was not the ambassador returning, merely a boy delivering telegrams. The butler took them and withdrew again. Silence fell, and I shifted my position in the big armchair.

I realized that I was not out of all danger yet. If Odría's police got on my trail, I could still be whisked away before the ambassador had formally received me and thereby given me asylum. And the ambassador might feel justified in not accepting me. It would be difficult to imagine two political parties further apart than mine and that of his very conservative government.

Why, then, had I chosen the Colombian embassy? Mainly because I had made many friends in Colombia. During one visit in the '30s, a conservative Colombian government received me with the utmost hospitality. I learned then that Colombians value courtesy, human rights and honor above politics.

Besides, the embassy had just demonstrated its hospitality by giving asylum to another Peruvian. Julio César Villegas, the man who had started the search for me under Bustamante, had run from the presidential palace minutes after Odría's coup and asked the embassy for asylum from Odría's police. The asylum had been granted and he had left a few days later with a safe conduct pass out of the country. Now I was here, squirming uncomfortably on the big armchair in the hall and waiting to see whether I too would be given asylum as my Peruvian enemy had. I had been waiting for 45 minutes. Then and there I named that seat the "electric chair," and I never sat in it again during my entire stay in the embassy.

The ambassador had come as quickly as he could, however, and now the time of decision approached as he entered the embassy. I had met him only once, fully a year earlier.

I rose and went toward him. "Good evening, Ambassador," I said. "I have come for asylum."

He studied me for a few seconds, saying nothing. Then he motioned me up the two steps to the main salon. He turned and ordered drinks from the butler.

I started into an explanation of the tangled political reasons for my presence here, hoping I could impress upon him my very real danger. He listened only a moment before interrupting with: "Do you want asylum? You have it." I sank down into one of the salon's overstuffed chairs.

### The harassments begin

SO began my long asylum, a siege that became probably the most extended of its kind in history. Ambassador Echeverri-Cortés said at the start, as we sat over our drinks in the salon that first night, that getting me a safe conduct pass would not be an easy task. But neither of us could imagine how difficult it was going to be and how many harassments I would bring upon the ambassador.

As soon as he informed the Peruvian government that he had granted me asylum, they demanded that he turn me over. Their official position was that I was not a political refugee but a "terrorist" and therefore a common criminal, not eligible for asylum. The ambassador replied that his government must be the judge of whom it grants asylum and refused to turn me over. The harassments began.

Armed police and soldiers arrived. What was at first a small garrison gradually grew until the embassy was surrounded. Everyone who entered or left the embassy was stopped and questioned, usually with considerable rudeness, sometimes even threateningly. At night searchlights were focused on all the windows; it took a good many nights to get used to sleeping while the flash of searchlights walked across the ceiling and flooded the room with their glare. Then our besiegers dug shallow trenches around the building. Besides giving the embassy the appearance of a beleaguered fortress, it provided our tormentors with the more practical nuisance of isolating the automobiles



ENJOYING FREEDOM. Haya saunters through Chapultepec Park on one of many long walks in Mexico City, where he flew after his safe conduct out of Peru



# Your telegram on Mother's Day



says all the things  
you want to say



in such a warm and loving way

*Mother's Day*  
MAY 9<sup>th</sup>

Whatever else  
you do,  
send her a  
telegram, too

On any Occasion  
it's wise  
to wire

**WESTERN UNION**

If you'd like to send her flowers,  
remember you can wire them easily and  
conveniently, through your local florist.

P. S. TO MEN: Remember her mother, too!

## HAYA DE LA TORRE CONTINUED

of the ambassador and his staff and making everyone enter and exit over a rude, narrow bridge.

This last indignity was too much for the ambassador, and he formally protested to the Peruvian government. He was semipolitely informed that the "ditches" had been dug to lay new telephone wires. But during my entire stay the telephone wires were not laid and the "ditches," which I prefer to call by their real name of trenches, remained unfilled.



**PURSTER** of Haya, Manuel Odría, was head of the army before seizing the presidency.

I still marvel at how well the ambassador, his wife and his staff stood up under this persecution. Far from showing annoyance, Ambassador and Señora Echeverri treated me only with the kindest hospitality, even at the height of the Peruvians' insults. The embassy staff and servants seemed to regard it either as a game or as a challenge to their perseverance. Only once did I see a servant of Echeverri's crack under the strain. The housekeeper regularly took the ambassador's and my clothes to the laundry, and it was on her re-

turn from one of these trips that I saw her break into tears.

Between sobs she told us what happened. On a street behind the embassy she had been accosted by an elegant-appearing señora who announced, "I live near here and I know you work in the embassy. What you could do is help us kill that man who has asylum there. You could give him poison, and I could assist you." Horrified, Sara broke away and ran straight to tell us. It took a while for us to calm her, but after that she went about her business unperturbed.

As for myself, I was prepared for a long siege, maybe even as long as the six months the ambassador predicted. He had given me a most comfortable corner room, with a bath and two balconies overlooking the garden. With free run of the house. I settled down into a carefully imposed routine. Mornings I was up at 6:30 or 7, when I went up to the embassy roof for an "air bath." I have always felt the need for regular physical exercise, and the roof was the only place I dared venture into the open. Because Odría had so many police and soldiers stationed around the fenced-off embassy grounds, I did not go into the garden for two years. Even on the roof, as I exercised, the soldiers called from the street below and neighboring roof tops, "Don't work so hard. You'll be in prison soon."

After a shower and breakfast in my room, I worked at my reading and writing. Although my nephew and a Basque Carmelite priest who had long been my friend came to see me a few times at first and brought me necessities and some books, the ambassador soon had to bar all visitors in order to observe the technicalities of asylum. The only outsider he could admit was a barber, a rugged fellow who came every two weeks and refused to be intimidated even though the police repeatedly arrested him and once refused to admit him for a seven-month period. Members of the embassy staff helpfully supplied my other needs by purchasing them for me. They bought whatever books I wanted and the ambassador lent me volumes from his extensive library. While reading, I organized notes for the various essays I planned to write during my stay.



**RESCUERS** were the Colombian Ambassador Carlos Echeverri-Cortés and wife.

I had lunch downstairs and then went back to my room for such light reading as newspapers and magazines, had a nap and returned downstairs to play my daily game of ping-pong with the servants. I killed the rest of the afternoon in the tub, soaking and listening to a powerful short-wave radio that brought in stations from New York, London and Moscow. I recall that during the U.S.



**REFUGE** while awaiting decision on asylum was chair where Haya sat 45 minutes.

CONTINUED ON PAGE 157



A range only 30" wide...but look what the big oven holds!



A whole ham...



scalloped potatoes...



corn-stuffed peppers...



spiced apricots...



nut bread, spice cake...



baked rhubarb...



lemon meringue pie!

# New NORGE *Deluxe 30*

## Space-Stretcher Gas or Electric Ranges



### GAS Model has...

- Norge's famous Spiro-lator top burners that focus heat evenly for cleaner, thriftier cooking at *any speed*.
- Click-simmer safety valves for accurate, dependable low heat.
- 2 giant burners plus 2 regular size top burners.
- Minit Master (combined with a dependable electric clock) that times any interval up to 4 hours.
- Glide-out, drop-front broiler for steaks as you like 'em.

**BOTH Deluxe 30's** have more cooking and baking capacity than you'd expect from a full-sized range. Yet they take up only  $\frac{3}{4}$  as much floor space. Even allowing for Norge's extra-thick, cool-kitchen insulation of glass fiber, the oven is a full 2 feet wide. You'll never again have to wonder whether there's room enough in your oven—even on holidays. And see that light-reflecting Marbelite porcelain interior? So easy to clean, so *beautifully practical*...like everything else about these two new Norge ranges.

### ELECTRIC Model has...

- Automatic Oven Timer that turns oven or broiler on, cooks dinner, turns it off again. It's an accurate electric clock as well.
- Automatic appliance outlet to switch on your favorite radio program, or have fresh coffee ready when you wake up.
- 7 surface heat speeds controlled by easy-to-read Tele-Switches.
- 3 Fast-Heat units (1 giant size) plus a Rocket unit for hurry-up cooking.
- Roomy storage drawer for pans.

**NORGE...** *just the best in home appliances*

Refrigerators • Freezers • Gas and Electric Ranges • Automatic and Conventional Washers • Gas and Electric Dryers • Gas and Electric Water Heaters

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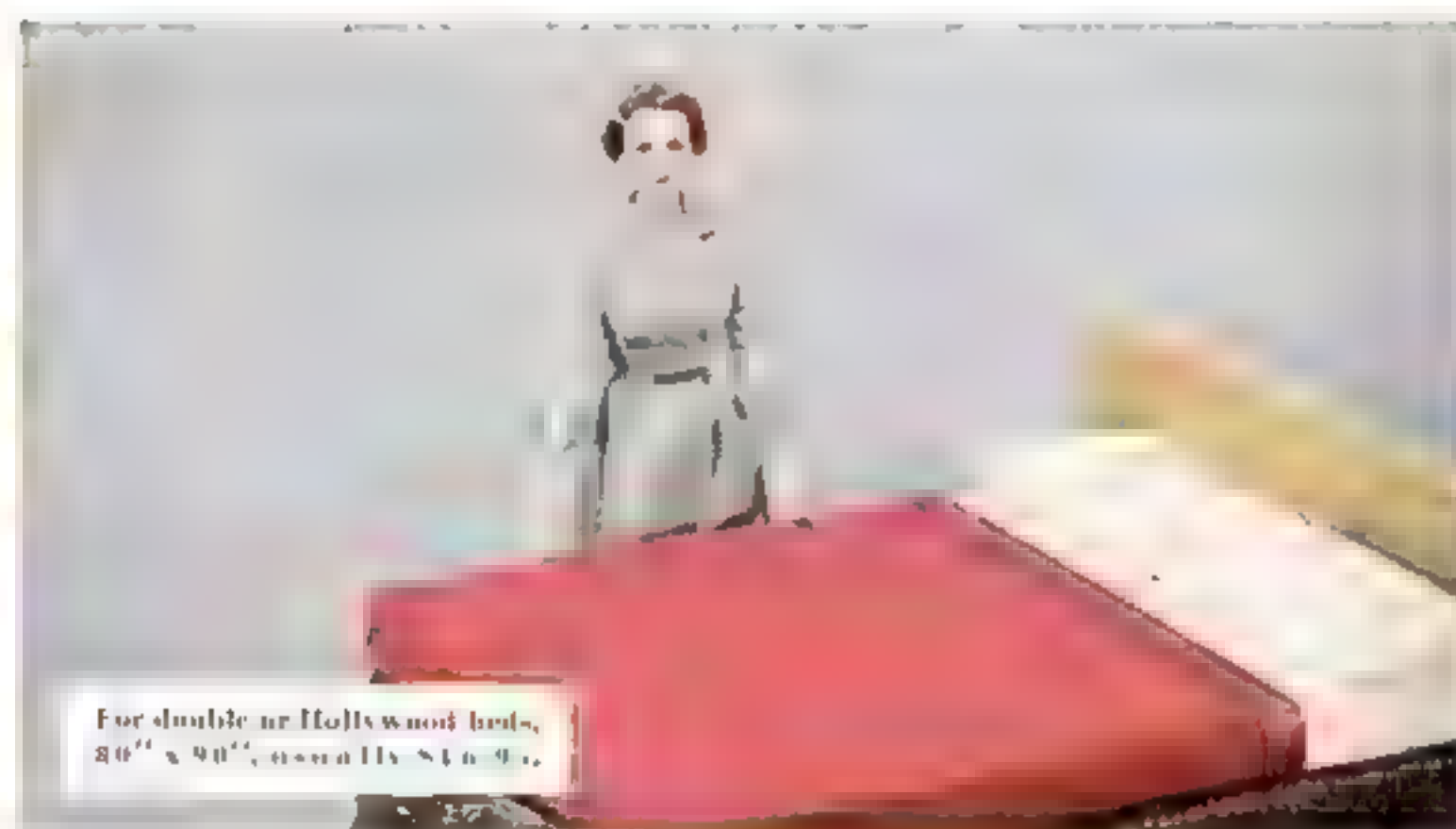
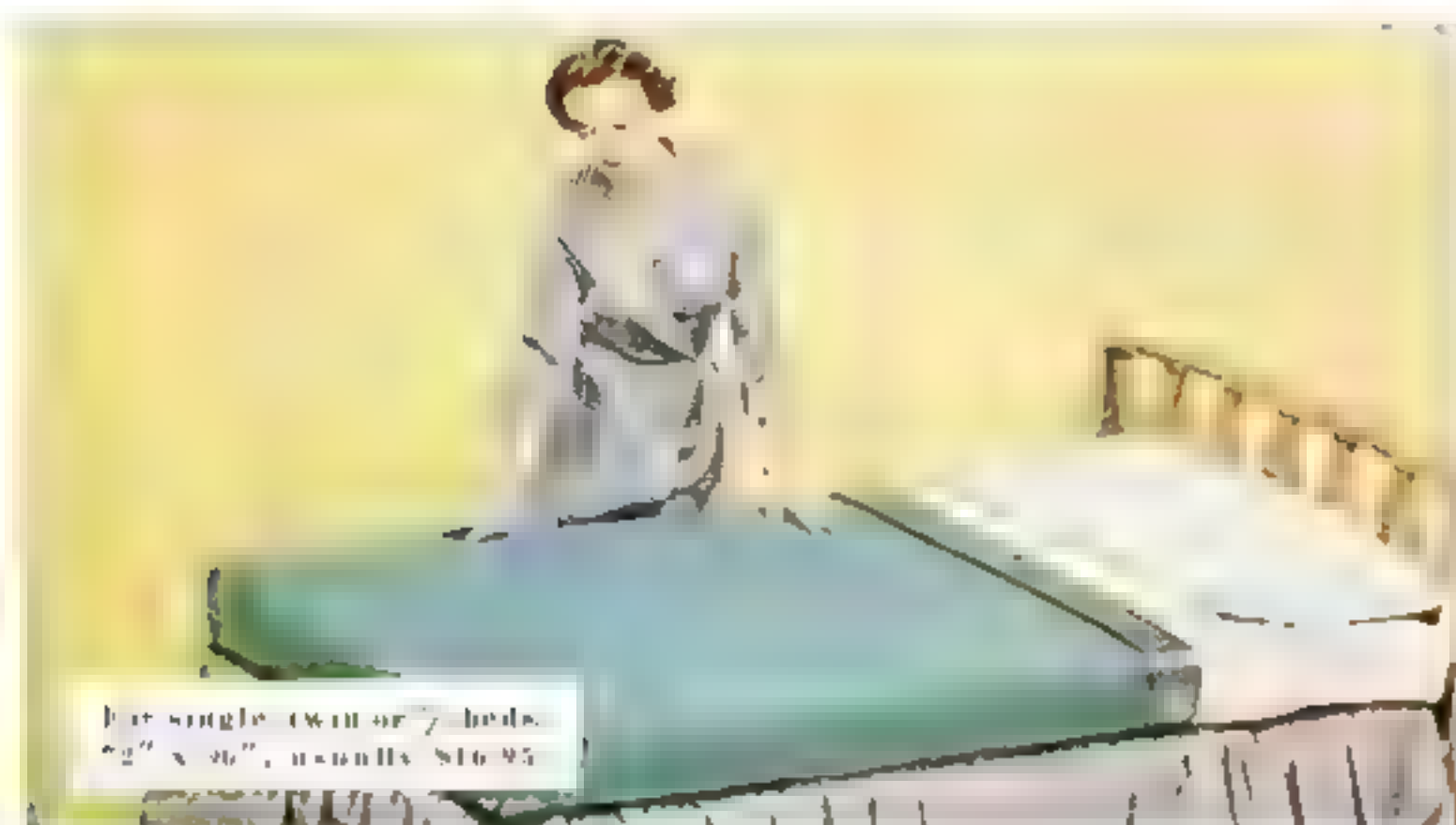




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Now you can have the right blanket size to fit your bed



100% Wool -- either size at the same low sale price **\$14<sup>95</sup>**

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This is your opportunity to stock up on Chatham 100% wool blankets at big savings. Buy now for immediate delivery, or use your store's lay-away plan for convenient payments and delivery in the Fall when you need the blankets. One low sale price, even for the 80" x 90" size which usually costs extra. Your choice of decorator colors...matching acetate satin bindings...and gift-boxed.

Chatham Manufacturing Company—Mills at Elkin, Charlotte, Spray in North Carolina





**TRENCHES AND SOLDIERS** gave the Colombian embassy a beleaguered air after it became Haya's asylum. President Odría's government also seized the surrounding buildings and used them as vantage points for the troops

## HAYA DE LA TORRE CONTINUED

election campaign of 1952 I was able to while away a great deal of time by listening to all the speeches of both Adlai Stevenson and General Eisenhower.

Dinner was invariably in the main dining room with the Echeverris. From the first they made me completely at home. When there were no state guests, the Echeverris and I usually went into the drawing room after dinner and continued our conversations long into the evening. Because of our conflicting political beliefs, we were careful to avoid politics in our talks as much as possible. We ranged through the history and life of Colombia, our mutual friends there, art and religion and even the U.S. play *The Man Who Came to Dinner*. We remembered that in that play Sheridan Whiteside and his hosts knew approximately when their siege would be over because it would take his fractured hip just so long to heal. But how long would it take Odría's political itch to heal? How long would the Echeverris be saddled with their man who came for asylum?

Occasionally there were light moments which the Echeverris enjoyed as much as I. One day the ambassador came upstairs still laughing from an interview he had just had with a lady from the U.S. He had been unable to grant her request to see me because of the rules of asylum. So she had suggested her solution to the problem: she would adopt me as her son. The ambassador, after recovering from his surprise, made a shrewd guess and informed his visitor that I was older than she. When he told her my age (55 then), she agreed that she was four years younger. I was sorry to be unable to thank her personally for her efforts in my behalf. Amused as we were, we appreciated them—whether she was actually four years younger than I or not.

## TA-TA-TA-TA-TA

**O**NE thing neither of us mentioned to the other, though it must have annoyed the Echeverris on occasion. Often as I worked late the stillness of the night would be broken by the "TA-TA-TA-TA-TA," pause and "TA-TA-TA-TA-TA" of an automobile horn, sometimes made right under my window as a brave driver dashed past. This usually woke a crescendo of motorcycle engines, sirens and whistles as the police took off after him, for the horn signal was the salute from one Aprista to another. At great risk these followers of mine were telling me in the only way they could that I was not forgotten. I would smile at the sound and listen until the frustrated police returned to their post. Then I would go back to my work, happy that my unknown friend had gotten away.

Only two or three times did one of them get caught; but these few paid heavily for all the others. Occasionally someone would go to the extent of shouting, "Victor Raúl" or "Viva el APRA" from the avenue in the middle of the night, and I saw one of these as he was grabbed. He had just shouted my name when 20 policemen pounced on him. They mauled him unmercifully. I could only stand in my window, in the glare of the searchlight, and listen to his screams as they bore him away.

I had not expected it and it came as a shock to me when, 10 months after my arrival, I found that the Echeverris were being recalled by their government. This was the first time I realized how long a test of endurance I might be in for, as I watched one

CONTINUED ON NEXT PAGE



Outlining upper lid

## 3 quick tricks to eye beauty

**1** With Maybelline soft Eyebrow Pencil, draw narrow line across upper eyelids, at base of lashes, adding short up-stroke at outer corner. Soften line with fingertip.



Accenting eyebrows

**2** Next, use short, light upward strokes of the Maybelline Eyebrow Pencil, to form beautiful, expressive brows. Taper lightly at outer end. Soften effect with fingertip.

**3** Apply smooth Maybelline Mascara from base to tips of lashes, brushing upward. (Hold a few seconds to set "up-sweep.") For an extra touch of mysterious eye beauty, blend a bit of Maybelline Eye Shadow on upper lid.



Mascara (plus Eye Shadow)

The world's smartest women depend on Maybelline soft eye make-up for heart-stirring beauty. Today, let Maybelline magic bring out the unsuspected loveliness of your eyes!

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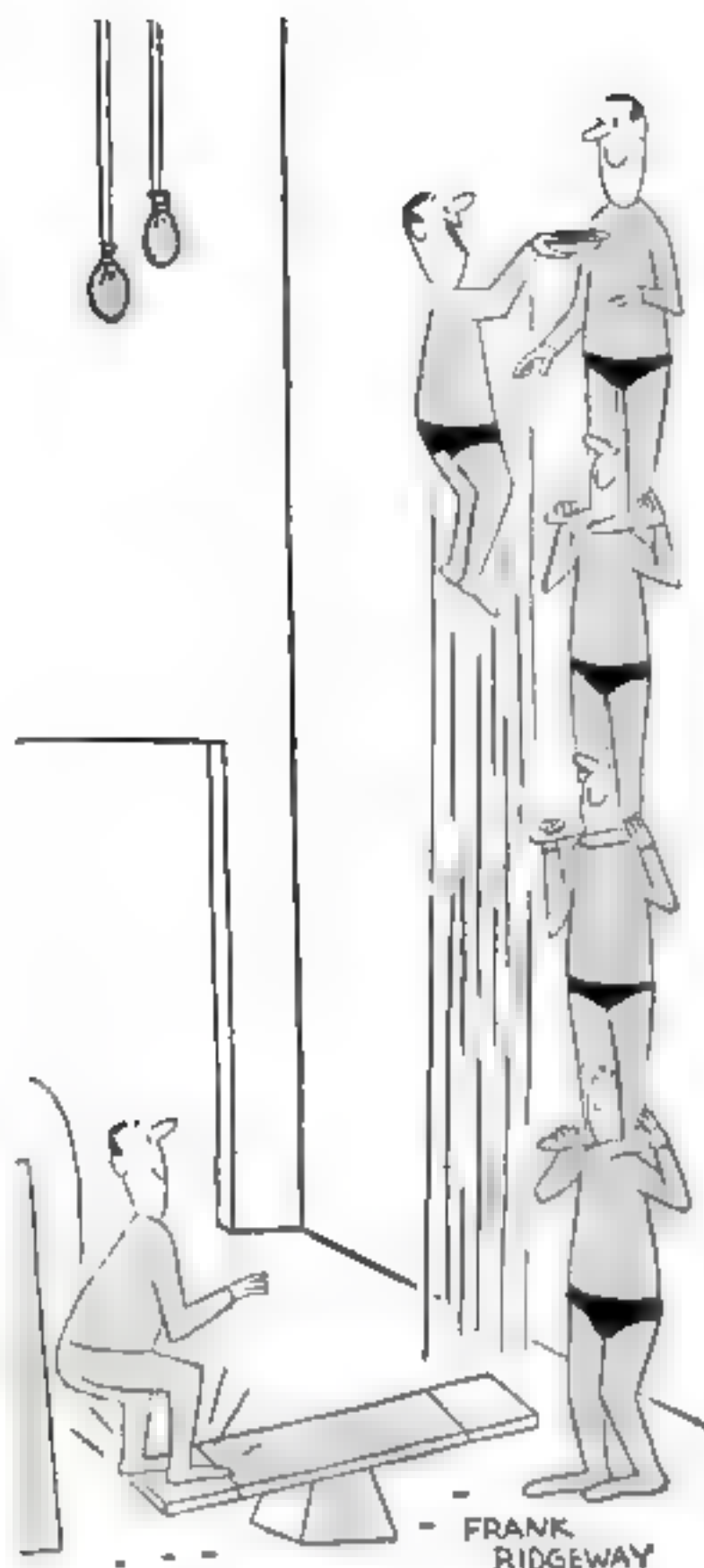
THE  
SOFT  
WARM  
INNER GLOW  
THAT'S YOURS  
WITH

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Fun for your dog

and energy, too!

Crisp, crunchy, KLIX Dog Treat is specially shaped so that even puppies can chew it! Your dog will be delighted with this new taste-treat, and he'll also be getting energy food he craves. KLIX is veterinarian-approved and made without sugar. Feed it freely, and watch the fun!



for cats and kittens, too!

**Klix**

**DOG TREAT**

ANOTHER FINE FRENCH'S PET PRODUCT



OUTSIDE WORLD was represented only by radio, books Haya read in embassy room (above) and one periodic visitor (left), Barber Guillermo Valencia. The barber came regularly except for a seven-month period when the police refused to let him through. Haya grew more and more disheveled, was glad to see him come back.

#### HAYA DE LA TORRE CONTINUED

ambassador complete his tour of duty and welcomed his successor. But my sorrow over the loss of my two great friends was somewhat mitigated by the personality and spirit of the couple who replaced them. Jorge Morales, who took over as chargé d'affaires, had been consul of the embassy and a close friend of Ambassador Echeverri-Cortés, and he took the same attitude toward my asylum as his predecessor had. This, I thought, was all the more impressive because of the particular kind of mental torture Odría's police chose to inflict upon the Moraleses. They had two children, who brought much light and happiness into the embassy. I particularly enjoyed their birthday parties, when they awarded me the supreme privilege of bringing in the lighted cake. But when 6-year-old Jorge Morales Jr. went off to school every morning, he was given a frightening "escort" of motorcycles. It was not a pleasant experience to look out the embassy window and watch little Jorge, sitting beside the embassy chauffeur and staring back terror-stricken at the motorcycles roaring and spitting and screaming after him. The first day he found it scary but a little entertaining. As this performance went on day after day, however, it became difficult for his parents to convince the shaken little boy that the police were not really going to hurt him.

In July 1950, Morales was replaced by a new chargé d'affaires, Aurelio Caicedo. He is a brilliant young man who has since become Colombia's labor minister. He too stood by the principle of asylum, and my relationship with him was as friendly as it had been with the others. He was a bachelor though, and I missed the happy noises of children about the house and the charm of a lady presiding over the dinner table. It also happened that this was the period during which Peruvian-Colombian relations became most acute. The whole question of asylum had been taken before the International Court of Justice at The Hague. The court now handed down a decision which the Peruvian government interpreted as an order to Colombia to hand me over. Colombia refused.

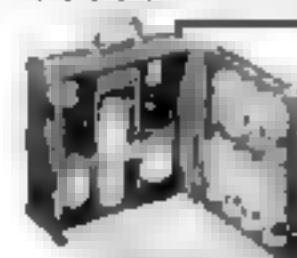
For seven months after that we lived under tension. The troops maneuvered as if about to storm the embassy. The water supply was cut off for a few days, and no one was allowed to enter or leave the building. Caicedo stood firm, but we prepared for attack. The wives of the embassy officials were ordered to leave Lima temporarily. Caicedo and I set about burning embassy archives, and it was with tears in my eyes that I watched page after page of my own work, more than 200 pages in all, burn and float up the chimney. The continuous threat of assault did not die down until June 1951, when the World Court, presented with the case again by Colombia, decided that "Colombia is not obliged to turn over the man who has sought asylum and Peru is not obliged to give safe conduct." The siege softened, the embassy wives returned to Lima and I thought sadly of the hard work I had destroyed in the flames.

CONTINUED ON PAGE 166

## The Full 13-Egg Angel Food



**NEW**  
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**CAKE MIX**  
WATER IS ALL YOU ADD



**PORTABLE BAR**  
with shaker, 12 glasses,  
4 spoons, folding stainless steel tray 13 1/2" x 13 1/2" x 8"

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Like Space Travel—It's Years Ahead! Once you try it you'll never go back to ordinary cement! It's fast-drying and mends more things, including most common plastics than any other clear cement.

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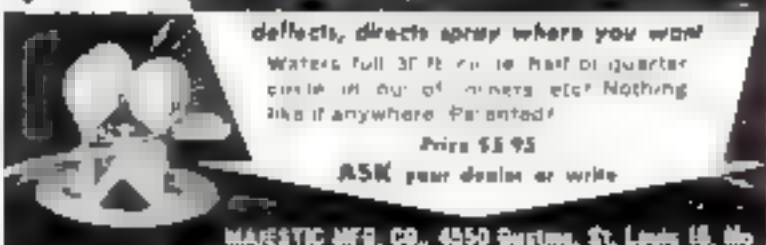
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# REVOLUTIONARY NEW SCREENING KEEPS ROOMS DELIGHTFULLY COOL IN HOT SUMMER SUN!



**TEST 1.** Test house wall with *ordinary* screening in windows. Note hot sun spots on floor. This is how uncomfortable heat starts in the home.



**TEST 2.** Test house wall with Kaiser Aluminum Shade Screening. Screening blocks sun rays, shades entire room, thereby preventing build-up of high temperatures.

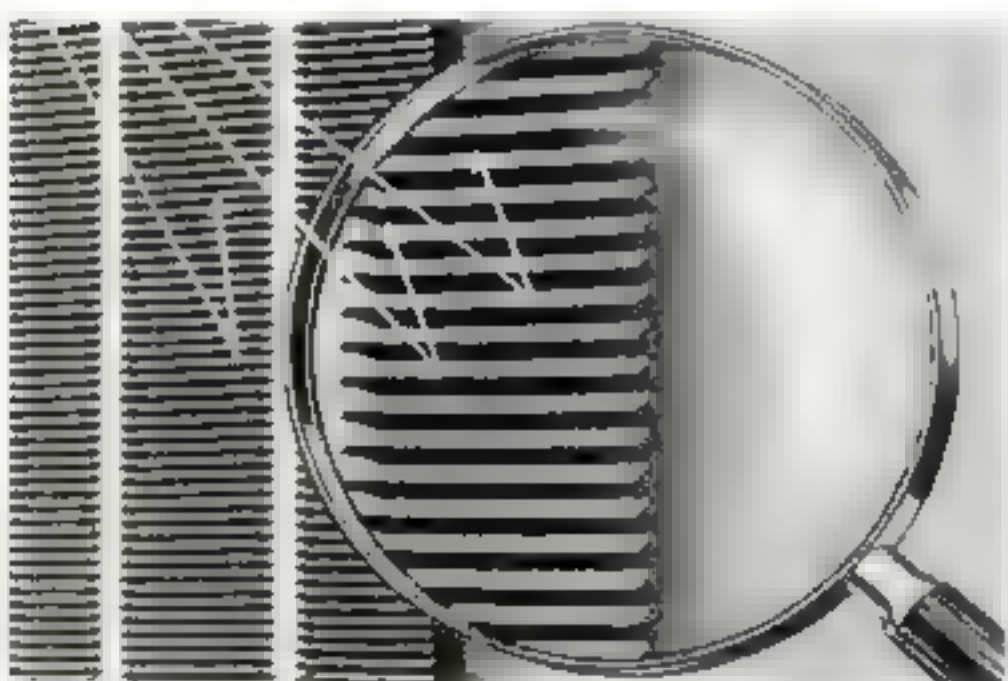
## BEAUTIFUL KAISER ALUMINUM SHADE SCREENING KEEPS SUNNY ROOMS AS MUCH AS 15 DEGREES COOLER AT AMAZINGLY LOW COST!

REMEMBER last summer when temperatures soared—and you sweltered in hot, stuffy rooms?

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This remarkable screening offers a combination of four advantages that no other cooling device can match:

1. Keeps rooms up to 15° cooler.
2. Assures glareless light and indoor shade.
3. Prevents sun-fading of furnishings.
4. Protects against insects.



Here's how Kaiser Aluminum Shade Screening works. The heat-controlling screen consists of thousands of small horizontal louvers permanently tilted at a downward angle. This scientific design stops blistering sun rays *before* they hit the window, thus eliminates a major cause of high room temperatures.

### SHADE SCREENING CUTS AIR CONDITIONING COSTS

Where new air conditioning is planned, smaller, less expensive units are possible because peak heat loads are reduced. Where air conditioning exists, units operate more economically.



Reduces harsh glare of intense sunlight yet permits plenty of soft light, as well as air, to pass through.

Prevents sun-fading of draperies and other interior furnishings. Protects painted surfaces against "baking" effects of sun heat.

Assures daytime privacy—for while you can see out, outsider's view is blocked.

Protects against flying insects as effectively as standard wire screen (based on engineering tests).

Enhances the appearance of any window—actually adds to the *value* of your house. Simple design and construction make it a favorite with architects.

Precision-produced from tough high grade aluminum. No moving parts to get out of order. It will keep its good looks for years and years.

No maintenance—no painting. Can never cause ugly red rust stains on window sills or siding. Can be left in place the whole year round.

As easy to install as ordinary window screening—so easy, in fact, you can install it yourself in any type frame. Combination storm window units now available give you cold weather protection *plus* protection against hot summer sun.

**Kaiser Aluminum**  
PATENTED  
**SHADE SCREENING**

Why suffer the back-breaking chore year after year of putting up *ordinary* insect screening... when you can get permanent screening that *cools, shades, protects* furnishings, as well as *blocks* insects!

Why wait! Get Kaiser Aluminum Shade Screening now. Available from hardware and building supply dealers in your area. For names of your nearest dealers, contact the Kaiser Aluminum sales office listed in your telephone directory.

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In exhaustive tests and trials, Kaiser Aluminum Shade Screening solved the toughest sun-heat problems and also beautified exteriors.

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"Perfect. Just what I have been looking for."  
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"... a really fine product."—Indio, California.

"It is absolutely everything you say about it."—Erie, Penn.

"... product is great! Ideal for full screen porches."—Glastonbury, Conn.

"... we like Kaiser Aluminum Shade Screening more than words can say."—Jersey City, New Jersey.

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Please send actual sample of Kaiser Aluminum Shade Screening which shows how it blocks sun rays. Also include full information.

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# Here's how you can get TOP-NOTCH PERFORMANCE from your electric shaver!

Try this new before-shave beard conditioner especially designed for use with electric shavers. *Before you shave*, apply cool, refreshing Lectric Shave to your face—then plug in your razor, shave.

Note how Lectric Shave improves your razor's performance! See how it speeds up shaving! Cuts drag and discomfort!

Tests by thousands of men have proved that using Lectric Shave regularly gives closer, faster, more comfortable shaves with every type of electric shaver! Here's how Lectric Shave works:

1. Sticky, razor-clogging perspiration is evaporated.
2. Your skin is lubricated to eliminate "shaver drag" and to allow faster, cooler, more comfortable shaving.
3. Whiskers are softened so shaver cuts them off quickly, cleanly, closely.



Try it—see why 9 out of 10 men who try Lectric Shave won't be without it!

Lectric Shave lubricates shaver cutting-head too, for easier action, longer life. Try Lectric Shave tomorrow. Only 59¢, no U. S. tax, for 3-oz. bottle—enough for 80 shaves.


**FREE** — a full month's supply of Lectric Shave! Just send name and address to The J. B. Williams Company, Dept. L3, Glastonbury, Conn.

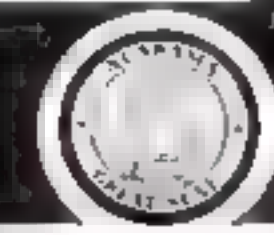


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## HAYA DE LA TORRE CONTINUED

But I had plenty of time to write more. I now resigned myself to a stay that might go on for many years. I rearranged my studying and writing projects. I began a review of Arnold Townbee's historical works, seeking sources that extended as far back as St. Augustine. I launched a project surveying the Spanish chroniclers and the downfall of the Inca Empire. My routine became partly an end in itself, a careful schedule that gave me something to look forward to in the next hour, the next day, week, month, across the interminable years ahead.

I increased my exercise to help fight off the weight my enforced leisure was adding to my frame. I cared for a venerable rooster which had been 7 years old at my arrival and now tottered about the embassy refusing to die (it succumbed finally during my fifth year). The cook had given me a pair of pigeons at my second birthday party in the embassy; now they had multiplied into such a sizable flock that I could keep busy for an hour or more each day caring for them. The daughter of an official in another embassy sent me a dog which provided further companionship. So did a cat that wandered in seeking asylum from I know not what, settled down on a chair in my bedroom and slept there every night for the rest of my stay. Thus day by day time crept by.

It was three years from the time of my arrival when the fourth occupant moved in. Dr. José Joaquín Gori, the newest chargé d'affaires, arrived from England with his wife Lola, their four children—Teresa, José Joaquín Jr., Carlos, and Ricardo—and the children's Scottish governess, Miss Violet Waymouth. It was a sheer delight to have children dancing around me again. They had been brought up in London, knew only English, and it pleased me to use my English after so long, both in interpreting for them and in teaching the servants so they could understand the youngsters.

Miss Waymouth, however, could never quite grasp Spanish, nor could she become accustomed to what was going on about the embassy. Visitors and residents alike were still being mistreated. Callers who left their cars nearly returned to find all four tires slashed by bayonets. Everyone attached to the embassy had to have an identity card and present it every time he went in or out. When Miss Waymouth was accosted by burly guards and asked questions in a language she could not understand, she usually broke and ran down the street, returning only after she had summoned up enough courage to face the ordeal once more. This gradually frayed her nerves until she had a nervous breakdown, and it took three months in the hospital for her to recover. The Goris were so pleased at the return of "Nanny," as we all called her, that they decided to turn the embassy over to her one evening. She had made two good friends at the hospital, her nurse and an American student, and this evening she was to entertain them in state.

Supremely happy, Nanny began her preparations. She ceremoniously asked me to come and with equal ceremony I accepted. The table was arranged with silver candelabra and the best china in the house. The cook was ordered to prepare a genuine English feast, and the butler planned to serve the best wines the cellar contained. That evening Nanny swept down the staircase in her best English gown. All was aglitter, and the waiters were mixing the cocktails when one of the servants came in with the bad news.

The hospital nurse and the American student were standing out on the avenue, dressed in their finest and surrounded by police who would not let them enter the embassy. Nanny burst out the door muttering "Why? Why?" There was a confused babble of excited Spanish and stern English spoken with a pronounced Scottish burr, but of course Nanny could not make herself understood.

The Goris were called away from the cocktail party they were attending at another embassy, and the chargé d'affaires phoned the



**CONSTANT FRIEND** of Haya in the embassy was this dog, gift of a diplomat's child.



**FEATHERED FRIEND**, cook's pet rooster, was fed by Haya. He also taught it tricks.

CONTINUED ON PAGE 187





Tony the Tiger says, **"I'd stalk a mile for..."**

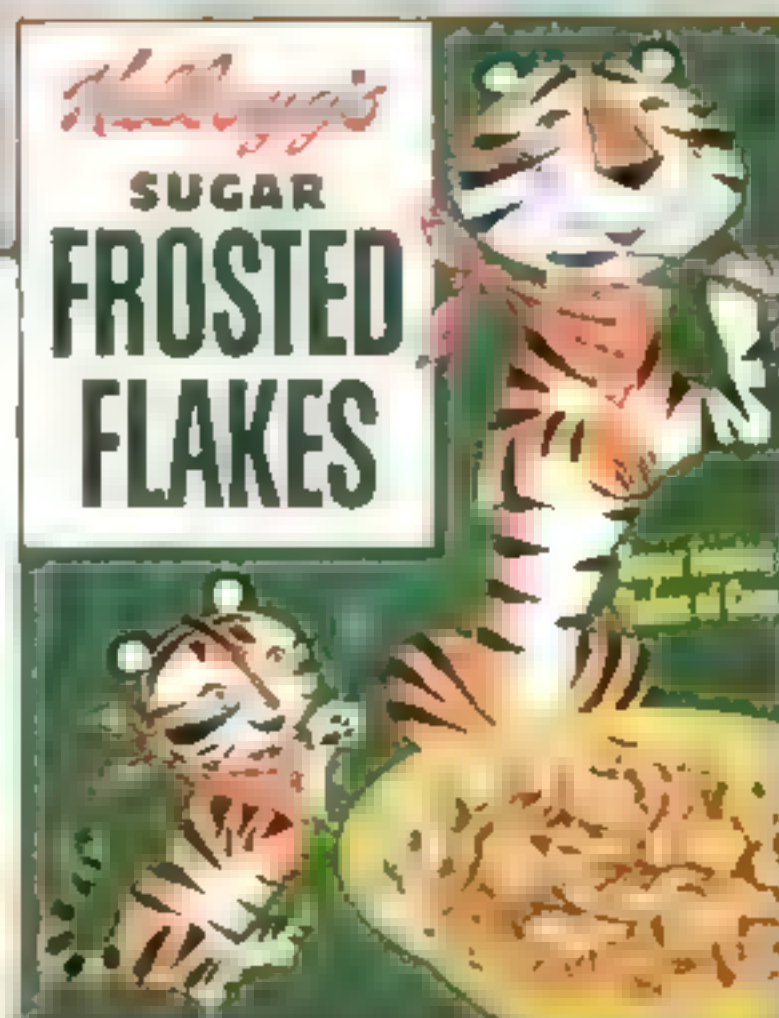


## *Kellogg's* **Sugar Frosted Flakes™**



### **Everybody's stalking about 'em**

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GORI FAMILY AND "NANNY" gathered in embassy for picture last week. It was Nanny (left) whose party police ruined, as Haya relates. Others are (left to right) José Jr., Ricardo, Teresa, Carlos, Señor and Señora Gori.

## HAYA DE LA TORRE CONTINUED

Peruvian minister of interior to protest. As usual he got nowhere.

Señora Gori, however, rose to the occasion magnificently. Ordering a waiter to follow her with a tray of cocktails, she went out through the gates to the street. At the corner she formally received the nurse and the student in her most gracious manner. The cocktail tray was passed around. Señora Gori toasted the honored guests. The guests responded with enthusiasm. Señora Gori offered her apologies. The nurse and the student replied that they understood. For a few pleasant minutes the small cocktail party held forth right there on the corner of Arequipa Avenue and Paz Soldan Street; then, expressing their thanks, the nurse and the student took their leave. Through it all Nanny had been alternately goggle-eyed and giggling at the novel spectacle. But now, as her guests departed, gloom descended on her.

She returned to the house and wandered disconsolately through the empty salons. The candles guttered in their candelabra. Food congealed on the plates. A waiter murmured his sympathy as she went by and she nodded silently, biting her lip. I felt more indignant than I had during my entire stay at the embassy because the government was persecuting an inoffensive foreign lady who could not even grasp what it was all about.

The Goris' children grew accustomed to the constant cordon of police and soldiers. One day, when they were going to the circus, José came to my room to announce that he wanted me to go along with them and that he was on his way to ask permission of the guards to take me. Before I could explain, he was off to ask his parents. They told him to go ahead. He got through the garden and up to one of the gates, then slowed, stopped and came back. "The trouble is," he explained, "they can't speak English."

### 'The guards are gone!'

**I**T was in April of this year when Teresa, leaving the embassy on her way to dancing school, stopped short and exclaimed to her brother, "Look! The guards are gone! Dr. Haya can leave!" José was not so easily fooled. "You silly girl," he answered. "They are hiding behind the trees."

But Teresa was right. The guards were gone.

What had happened was that Peru was finally giving up. A year earlier, at Buenos Aires, the Inter-American Juridical Committee had approved a general convention of asylum; Peru voted against it. From that time on I had watched the Peruvian government yield inch by inch grudgingly. Meanwhile I had to control my growing belief that the end was finally drawing near. During my career, which has had its severe trials, I have always schooled myself to remain as tranquil as possible no matter what the provocation. Now I kept repeating to myself that after waiting five years I must keep from getting excited because I would thereby lose the full flavor of victory.

CONTINUED ON NEXT PAGE



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We've added Nylon to Hanes briefs, too, to make the supporting seams and leg openings stronger and longer-wearing. Seat is double-thick. Waist and leg openings are heat-resistant elastic. Both garments are highly absorbent and size-fast, and a special new finishing process makes them sparkle whiter than white! T-shirt \$1 (boys' 65c to 75c). Briefs 89c to 95c (boys' 59c to 69c). To get more than you bargained for in underwear, sportswear, sleepwear, be sure

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**HARD SHELL FINISH**

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Still, it was difficult. When the Bogotá conference convened last March and I realized that the two governments would probably use this occasion to come to an agreement, I eagerly watched the slightest developments. The first indication I received that agreement had been reached came from my friend of so long ago: a cable arrived from former Ambassador Echeverri-Cortés, containing the one word "Congratulations." Soon afterward some Lima representatives of foreign news services were on the telephone, informing me that an agreement between Colombia and Peru had been signed at Bogotá and I would be given safe conduct out of the country.

Now I experienced an emotion I had not expected—an almost overwhelming sadness at the prospect of leaving what had been my home for so long. I had thought at times during my stay that I would happily leave the embassy as one leaves a prison. Instead, I felt exactly as I had in Oxford, England in the 1920s when I looked back from the train window and saw the city's towers disappearing for the last time.

### **Freedom with bread**

AT this milestone, when I knew for certain that my bizarre experience would soon be over, I reviewed for myself what had been accomplished by my self-exile inside my own country. For I knew that a great deal had been accomplished.

Five years is a good long time to think. I had been able to formulate my position on the problems of the world and the role I believe the American nations should play in the world conflict. I had all but completed a book which detailed these views. To my mind the essence of the conflict between East and West lies in two differing conceptions of freedom. To Asia, with its fatalist religions and social and political traditions, freedom is hardly known. To the West, freedom is all important; the history of the West is its continuing struggle to win and maintain freedom. Consequently justice usually means bread without freedom to the East and may sometimes mean freedom without bread to the West. That is why, to my mind, Communism has a stronger appeal in Asia than in the West. Marxism as a political doctrine is inconceivable without the suppression of liberty. This cannot long succeed anywhere in the West. Its success in the East will depend on how long bread means more than freedom.

I believe that democracy and capitalism offer the surest road toward a solution of world problems, even though capitalism still has its faults. But I also believe that that kind of democracy must have the broadest possible representation.

Of such things I thought, read and wrote during my stay in the embassy. Those five years as a victim of international legal confusion also convinced me that there can be no real peace and justice in the world without some kind of Magna Carta of human rights for all the world.

One of the main articles of such a Magna Carta should be the principle of asylum. Throughout the five years I spent asserting this principle I never ceased wondering at the spirit with which my Colombian hosts stood by it and me. During this time civil wars were fought in Colombia and the government changed hands three times. But neither side in the domestic dispute questioned the other's defense of my right to asylum. Colombia was not fighting for a frontier, territory or any material thing; Colombia was defending the rights of a Peruvian against the Peruvian government and actually risking war for this principle. I shall always remember Colombia's action.

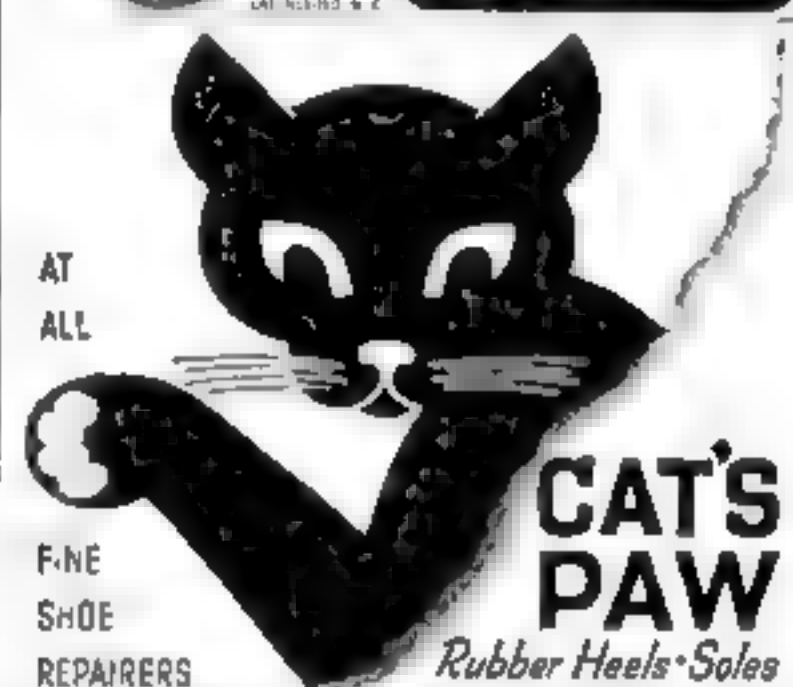
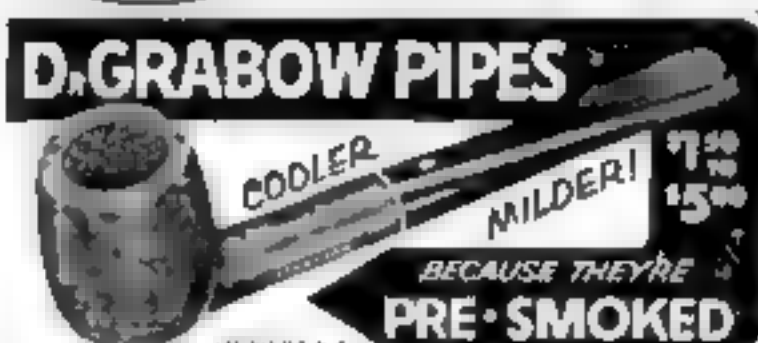
The Colombian government even sent its Secretary-General of Foreign Relations, Dr. Joaquín Piñeros Corpas, to Lima to see that the Bogotá agreement was properly enforced. On March 27 he read me the terms of the agreement in the embassy's main salon. He advised me to begin packing right away, but knowing the Peruvian government would drag out the process as long as possible, I refused to get excited or rushed.

March 29 was Dr. Gori's birthday and his friends and I had entered into a conspiracy to give him a surprise party. But that morning Señora Gori informed us the party had to be called off because no outsiders were permitted to enter the embassy. So the birthday was celebrated quietly with the children and Nanny. While the candles were being lighted and songs sung I could not help thinking sadly that in a few days I would be gone.

Once the Peruvian government had signed the agreement, it did abide by its word. I had to go through the motions of surrendering myself to the Peruvian minister of justice, who in turn had to hold me in custody for exactly one hour and then escort me to the Lima airfield. At 5 p.m. on April 6, 1954 Minister of Justice Alejandro

## for QUICK RELIEF of **HEADACHE NEURALGIA**

Stanback's prescription formula contains several fast acting ingredients, scientifically compounded into easy to take tablets and powders—Dissolves quickly—Goes to work fast to relieve pains of simple headache—neuralgia—discomforts of over-indulgence in food or drink. No unpleasant after symptoms.



## **Pillsbury**

• THE ONLY LEADING •

## **CAKE MIXES**

WITH CHOICE

**Country-Fresh Eggs  
Right in the Mix**

Milk is all you add

4 FLAVORS

OLD FASHIONED SPICE  
CHOCOLATE FUDGE  
WHITE  
GOLDEN YELLOW





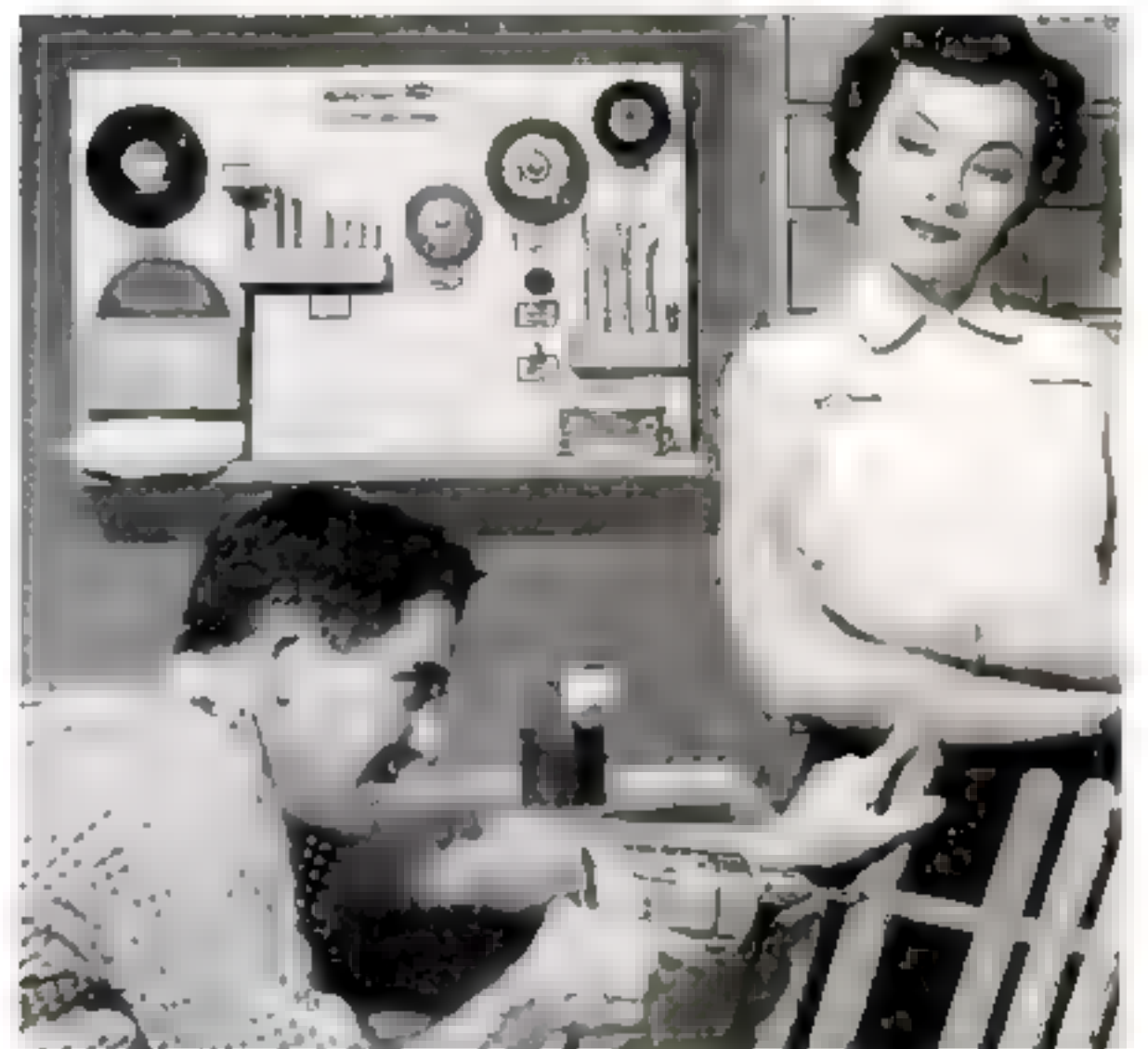
## BLACK & DECKER "DO-IT-YOURSELF" TOOLS HELP BUILD A NATION OF HOME CRAFTSMEN

Americans are re-discovering their hands—and the things they can do and make with the aid of portable electric tools. They're building furniture and toys, refinishing tables and bookcases, putting up shelves and new closets, adding new rooms and club cellars. From owners of large workshops for the entire family (*above*) to the enthusiast with his first tool, American homeowners are becoming real craftsmen around home.

To most people, portable electric tools mean Black & Decker, world's largest manufacturer of these products—the company that put the "do" in "do-it-yourself." Highest in demand among

homeowners are the B&D  $\frac{1}{4}$ " Utility Drill and the All-Purpose Drill. These tools not only bore holes, but also drive accessories that sand, polish, grind, buff, clean, etc. Drills start at \$22.95; drill kits at \$32.95.

Other B&D Utility Tools include 4 circular saws that take the work out of sawing... a Jig Saw (*above, center*) for hobbyists, electricians, carpenters, etc.... and the No. 44 Sander (*above, right*) that gives a satin finish without hand sanding. B&D Utility dealers offering free demonstrations of these tools are listed in telephone book Yellow Pages under "TOOLS-Electric."



**FIRST TOOL** most homeowners buy is B&D Utility  $\frac{1}{4}$ " Drill (with hex-key chuck, \$22.95; geared chuck, \$24.95). Lightweight, compact and powerful, the tool features the pistol grip and trigger switch made famous by Black & Decker. The new  $\frac{1}{4}$ " Electric Drill Board (*above*) includes the drill and 23 most popular attachments, individually mounted (\$49.95). A wide range of other Black & Decker drill kits are available, priced from \$32.95 to \$52.50.



**DO-IT-YOURSELFERS** try out Utility tools at typical B&D Center in neighborhood hardware store, discover how easily even amateurs can turn out professional jobs in their own home workshops.



**NEW HEAVY-DUTY SAWS**, real muscle savers, boast professional features. So easy to use, they permit homeowners to tackle jobs like basement and attic conversions. Four models, from \$64.50.

**"HANDY TIPS FOR HANDY MEN"** is 52-page illustrated booklet full of ideas for home repairs and projects, includes information on Easi-Bild\* project patterns. Send 25c to: Bob Davis, Dept. LF-5, The Black & Decker Mfg. Co., Towson 4, Md.





## "Why do we scratch when we don't have fleas?"



### Sergeant's stops scratching quickly!

Scratching doesn't always mean fleas. Fungus and lice also cause itching. Knock out these pests—and fleas, too—with Sergeant's new SKIP-FLEA SCRATCH Powder.

A new anti-scratch ingredient has been added so that now this one remarkable powder kills fleas, lice, checks fungus and deodorizes! A good bath with Sergeant's SKIP-FLEA Soap or new SKIP-FLEA Shampoo, followed by regular dustings with Skip-Flea Scratch Powder, ends all these scratching problems.

Buy these safe, easy-to-use Sergeant's products at drug and pet counters everywhere. You'll find a

complete line of Sergeant's dog care products to keep your dog clean, healthy, worm-free, too. Veterinarian tested, Sergeant's has been relied on for 77 years by millions of dog-owners.

**FREE:** Sergeant's Dog Book answers all questions on dog health, feeding, care and training. Get your copy today at any drug or pet counter or just write Sergeant's.

Life at both ends of the leash is happier when you use . . .

**Sergeant's** a dog's best friend  
Richmond 20, Virginia



*Cape Cod*

traditional pieces, with authentically quilted upholstery, were adapted from early

Americana by Fox. The Cape Cod collection consists of sofa, sofa-bed, love seat, wing chair, platform rocker and matching tables. Put these pieces *anywhere* in your home—they'll create a warmly peaceful atmosphere, reminiscent of the simplicity of our colonial times. Leading furniture and department stores carry the budget priced Cape Cod group in open stock. Write for name of nearest dealer if your store can't supply you.

Address Dept. 1

**FOX MANUFACTURING COMPANY • ROME, GEORGIA**  
AMERICA'S LARGEST MANUFACTURER OF MAPLE AND OAK LIVING ROOM FURNITURE

## HAYA DE LA TORRE CONTINUED

Freundt Rosell entered the embassy. Dr. Gori met him in the hall and handed me over to Freundt Rosell.

All the servants came in. I drank a farewell glass of champagne with them, the only Peruvians I had spoken to for five years. I embraced the embassy officials. I went into the embassy's gold room and stood for a moment before the Colombian flag. Then I kissed it.

I said my farewells to Dr. Gori, to Señora Gori, to Nanny. I was glad that the children were too young to realize that we would probably never romp together again. Had one of them cried, I do not know how I could have said a proper goodbye to them.

The minister of justice waited patiently for me in the entrance-way. I went to join him, glancing at the Louis XIII "electric chair" as I crossed the hall. When we had got on the steps I remembered my luggage and excused myself to get it. "Don't worry," he said. "I will send a police car for it." As he promised, the police took my suitcases (now increased from one to six) and typewriter to the airport; nothing was opened.

On the ride to his office, Freundt Rosell was polite and almost friendly. I commented on the changes along the 29-block route and he brought me up to date on our mutual friends in Lima. At his office most of the hour was taken up with the formalities of the passport to Mexico and the airline ticket which had been purchased for me. (The government of Peru always pays the transportation of the people it expels.)

The rest went quickly and seemed almost anticlimactic. The minister of justice drove me to the airport, where we waited at the military station rather than the regular airline terminal; he was taking no chances of a demonstration at this point. The plane taxied across the field to where I waited. I climbed the steps into the plane. Inside a man stood up and pointed to a seat. "This is for you, Señor Haya," he said. He was a detective, ordered to accompany me and make sure I was on the plane when it crossed the Peruvian border. I had just begun to breathe deeply the air of freedom when we landed at Panama, and a crowd had gathered to cheer me flatteringly.

Mexico City was the end of my road to exile—unless I am able to get a better passport. Peru issued me one which is good only in Mexico and which states that I was expelled from my country. Its intent is to restrict my future travels and activities. But after spending five years in one house, I hope to see as much of the world as I can, and I have applied to the United Nations for a passport that will allow me to go anywhere without stigma or restriction.

While I remained an exile inside my own country, my followers have suffered severely at the hands of the government. But our spirit is unsubdued. If we had accomplished nothing else, it would have been worth the difficulties of the past five years to prove the principle of asylum, so fundamental to humanity in these times of conflict between men and their governments. I thought of this as I flew on to Mexico City. At every stop people gathered at the airport to see the curious man who had spent five years asserting the right to asylum. It was at Managua, Nicaragua that a shoeshine boy asked for my autograph, and I asked him, "Do you know who I am?"

"Oh, yes," he replied quickly. "You are Mr. Asylum."



**FREEDOM OF CHOICE** in the purchase of a robe is one of first freedoms Haya exercised on arrival in Mexico City. He also bought himself a milkshake.



Song without ending . . . the song of love that fills young hearts upon a wedding day. In the cadenced lights of an engagement diamond it's echoed sweet and clear . . . with gleaming harmonies that trace the hopes and joys and triumphs of a lifetime and record them for eternity.

*a diamond is forever*

Your engagement diamond need not be costly, or of many carats, but it should be chosen with care.

Remember, color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler will help you find a stone of fitting size and quality and style for what you wish to spend. Divided payments can usually be arranged.



1/4 carat (25 points) \$85 to \$185  
 1/2 carat (50 points) \$200 to \$450  
 1 carat (100 points) \$520 to \$1130  
 2 carats (200 points) \$1250 to \$3165

DE BEERS CONSOLIDATED MINES, LTD.



Song of Love... painted for the De Beers Collection by Brian Connolly

In January, 1954, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.



Now **DOUBLE POWERED** Gasoline!

**NEW**

**Mobilgas**  
**SPECIAL**

The Only Gasoline Double Powered with

**MOBIL POWER**  
**COMPOUND**

most powerful combination of chemical additives  
ever put into any gasoline to correct engine  
troubles... **PLUS**

**TOP OCTANE**

for greatest knock-free power!

Now—New Mobilgas SPECIAL's exclusive combination of chemical additives—teamed with top octane—brings new benefits for you:

**Increases Power up to 25%**

**Checks pre-ignition ping**—a major cause of power waste and engine damage. Mobil Power Compound's amazing chemical additive, RT 125, quells and controls glowing particles responsible for this common trouble.

**Corrects spark plug mis-firing** due to injurious combustion deposits. Mobil Power Compound gives new positive control of such deposits—increases power and spark plug life.

**Controls stalling** due to icing of the carburetor. GLYMONATE, unique additive developed by

Socony-Vacuum and covered by patent applications, reduces hazard of accidents caused by unexpected stalling.

**Combats gum** which causes automotive chokes and other parts to stick. Mobil Power Compound additive, RT 200, reduces engine-formed gum—cuts waste of fuel.

Combined with top octane, Mobil Power Compound creates an entirely new kind of gasoline—New Mobilgas SPECIAL—*double powered!* You get top anti-knock power—faster starting—protection from vapor lock—the greatest protection against engine troubles ever offered in any gasoline!

*There's a Tune-up  
in Every Tankful—*



Now—  
at all  
Mobilgas  
Dealers!

SOCONY-VACUUM OIL COMPANY, INC., and Affiliates; MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION





WHILE SEEING-EYE BOXER SITS BY, A WOMAN TAKES MEASUREMENTS TO GUIDE COHEN AS HE MODELS FOREHEAD

## Bust by a Blind Man

USING FINGERS AS EYES, SCULPTOR MODELS HEAD

Since childhood George Cohen of Montreal had toyed with the idea of taking up art. Then in 1944 when he became blind from glaucoma, he abandoned his art dreams altogether. But a friend had other ideas, suggested Cohen try his hand at sculpture. Using his Seeing-Eye dog as a model, Cohen fingered the animal's head, gradually evolved a lifelike portrait.

So impressed was one of Cohen's friends

with this achievement that he arranged for him to do a bust of Dr. Allen B. Du Mont, president of Du Mont Laboratories. After patting and poking Du Mont's face, Cohen set to work, occasionally guided by an assistant who called off measurements of the model's features. In a few hours Cohen had achieved a commendable likeness (*next page*). Encouraged, he says that he now would like to do Helen Keller.

CONTINUED ON NEXT PAGE

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tender  
chewy  
candy  
goodness



the finest  
in  
fashion textiles  
for the  
home  
are made by

CABIN CRAFTS

DALTON, GEORGIA

NEEDLETOFT

bedspreads—draperies  
and bathrugs

and  
*Needletoft*

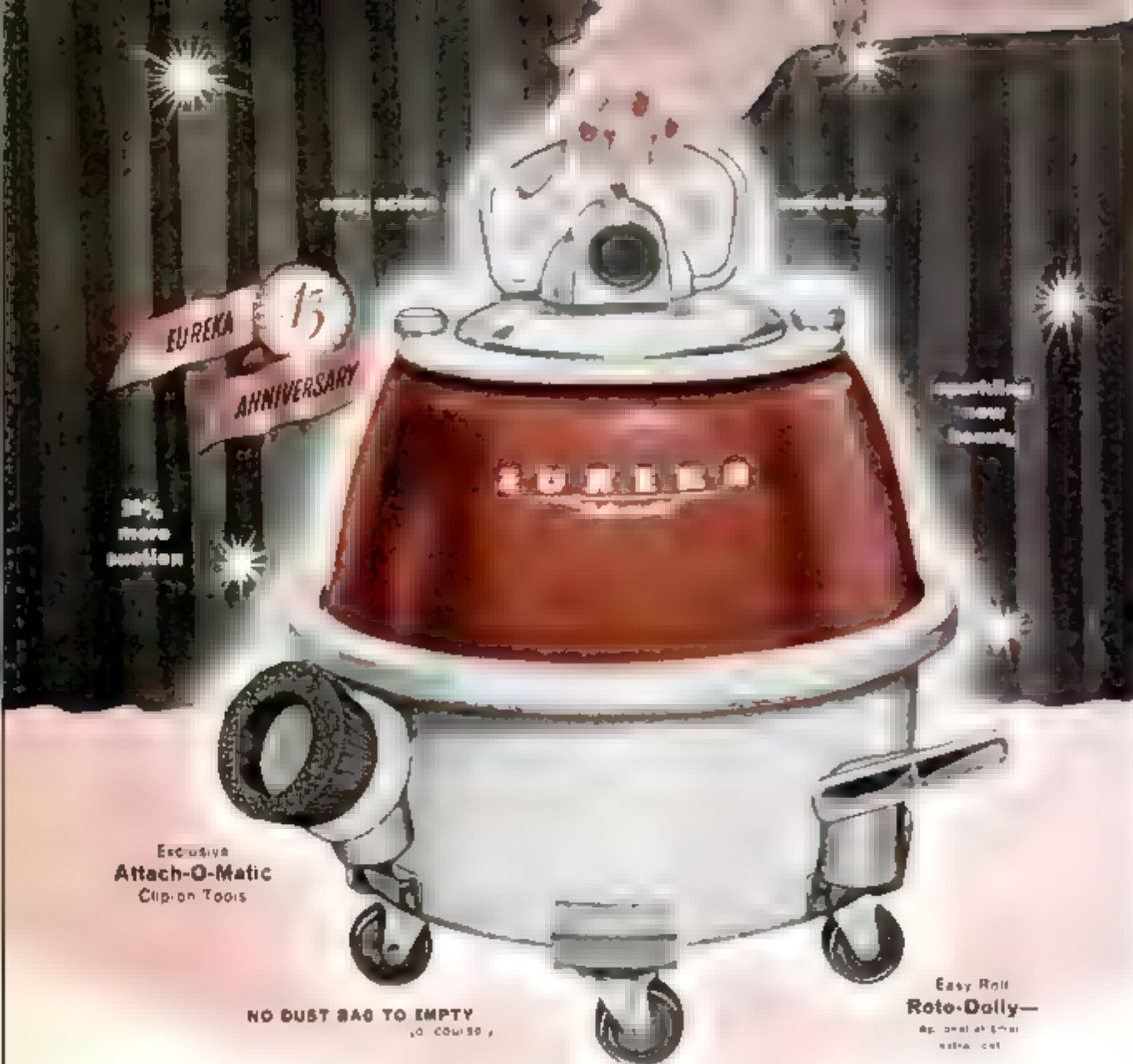
RUG MILLS

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accent and area rugs  
broadloom carpeting

at better stores everywhere





There is only **ONE** cleaner with **ALL** the modern features



There is only **ONE** cleaner that saves you \$20 to \$30

and still gives you all these features!

Just what you wanted—not two or three, but **ALL** those new cleaner features you've read about, yearned for! Only Eureka gives you all that's modern—and a no-money price. Compare—

**30% MORE SUCTION**—truly super-powered

**SPARKLING NEW BEAUTY**—rich red and silver gray.

**EASY ACTION SWIVEL TOP**—saves steps, ends tugging

**ATTACH-O-MATIC CLIP-ON TOOLS**—a ways right at hand!

**1954 2-0" RUG NOZZLE**—Super suction all around—front, rear and both ends—plus brush-and-comb design!

**PURR & QUIET FEATHER LIGHT**—No whine or roar! Weighs 2 to 4 lbs less than others



NO DUST BAG TO EMPTY (of course)

Introducing the sparkling new  
**1954 EUREKA Roto-Matic**  
Swivel-Top cleaner

EUREKA WILLIAMS COMPANY • Division of Henney Motor Company, Inc. • BLOOMINGTON, ILLINOIS

BUST BY A BLIND MAN CONTINUED

**STROKING CHIN**, the sculptor checks distance from Du Mont's jaw to his cheeks. "Am I poking you too far?" he asks.



**PATting HEAD**, Galen says that Du Mont looks like Eisenhower. After a few more passes he adds, "Good strong jaw, Du."



**LIKENESS** of subject appeared after several hours. Du Mont left early, did not see his portrait completed. Said Galen: "I've got his image in my mind."



now... **Screens**  
you put up and  
take down from  
inside in seconds!

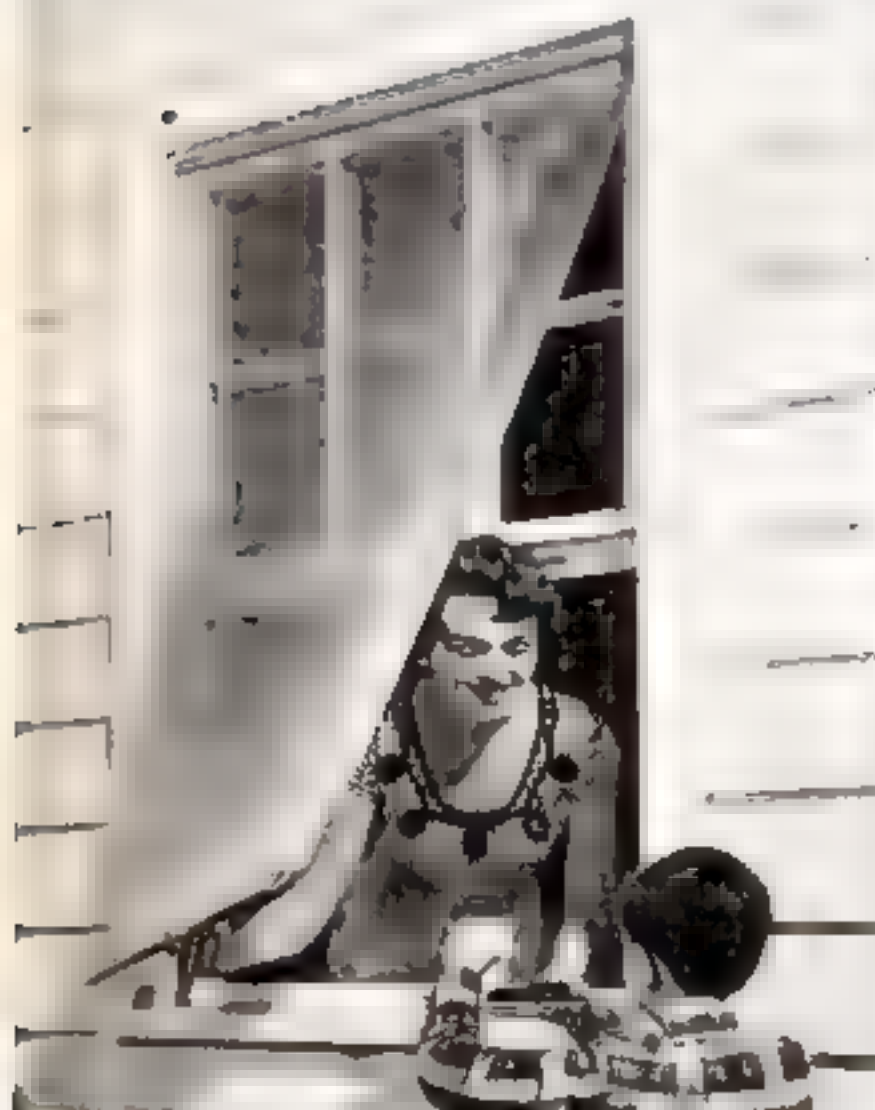
# Columbia-matic

## TENSION SCREENS

Now, say goodbye to old-fashioned screens and old-fashioned screen troubles.

Columbia-matic Tension Screens are the revolutionary new screening idea. They fit outside the window, just like regular screens, yet they go up from *inside*. They are flexible, full length, all-aluminum. Columbia-matics have no side frames, just a top rail and a patented spring-loaded bottom rail that keeps the screen under constant tension. Result—no sagging, no rippling. Screens fit tightly against window frames at all times to provide complete insect protection. And they cost no more than ordinary screens. Millions now in use.

Get the facts on Columbia-matics at your screen dealer's—or building supply, lumber, hardware dealers. Or, mail handy coupon below for complete details. You'll see why satisfied users everywhere say Columbia-matic Tension Screens are the finest, most convenient window screens you can buy.



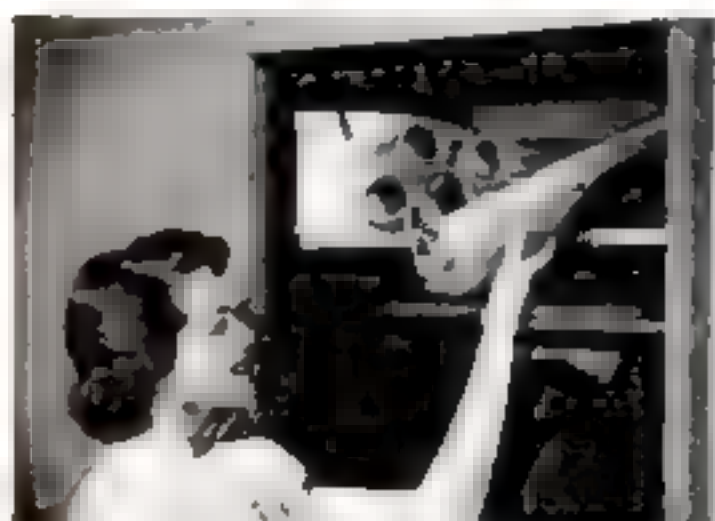
Flip up tension locks . . . screen swings free. No hardware on sill to snag clothing. Columbia-matics cannot stick or warp . . . cannot rust or drip-stain side of house.



Installing Columbia-matics for first time takes only minutes. They come in exact sizes, no fitting required. All you need is a screwdriver. Top rail is held by three sliding clips.



Two patented tension locks anchor bottom rail securely to sill. Press down, they're locked. Screens are all rust-proof aluminum . . . need no maintenance or painting.



Imagine storing your screens on a closet shelf! Now you can. Columbia-matics roll up into a neat, compact bundle. Locks stay on window, do not interfere with storm window.

THE COLUMBIA MILLS, INC.  
Department L-5, Syracuse 2, New York

Please send complete details of Columbia-matic Tension Screens.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_





**FOREST OF SPADES** marked site of the treasure. Implements had to be borrowed from the Streets Department in Kissimmee.

**SPRY SPADER** demonstrates post-stick tugging technique by pumping up and down on handle over to drive it into the ground.

## *Life Goes on a Big Dig*

### SALES BONUS WINNERS ARE PAID OFF IN BURIED LOOT

Having worked hard this year selling plastic household products to qualify for their company's biggest sales bonus prize, some 633 Tupperware salesgirls and managers suddenly found themselves in Kissimmee, Fla. last month working harder than ever to claim it—this time pushing shovels instead of sales. The occasion was "digging for gold" day, part of the company's five-day Florida jubilee

celebration. The incentive was \$13,500 in loot ranging from 813 pen-and-pencil sets to a token car entitling the finder to a 1954 Ford (p. 17) which had been buried in a 3/4 acre of ground. Urged on by spectators, the diggers, 90% of them women, churned up the treasure area and after 5 1/2 hours in 90° heat not only turned up most of the treasure, but raised a crop of bonus blisters as big as doughloons.



**TUGGING** at treasure, a radio worth \$70. Ed in Berkenlyle from Oklahoma City, Okla., strains to get it out of the ground.

**HUGGING** the treasure which is wrapped in plastic cover to keep dirt out. Ed in Berkenlyle holds it up for the crowd to admire.







**MINK STOLE** costing \$500 is proudly showed off by Betty Long of West Russell, O. as she parades around digging area.



**GOLD WATCH**, worth about \$60, one of 15 turned in for heat, is happily examined by Gilbert Marston of Dearborn, Mich.

**HEAT CASUALTY**, one of four who slipped falling the diggers, carried to emergency medical tent by a guard and spectators.





See how much *real quality*  
you get in the brand new  
**ANSCO MEMAR**  
**35mm CAMERA!**

**ONLY \$42<sup>50</sup>!**

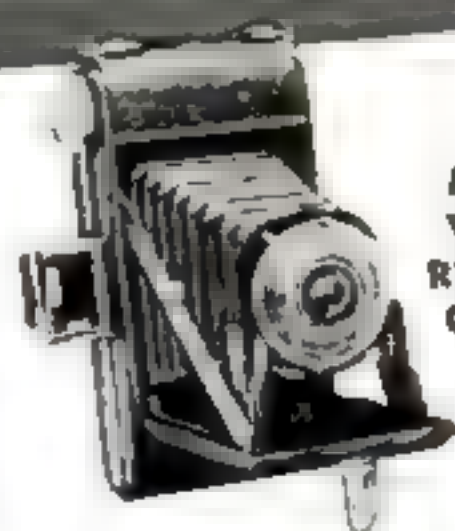


For more information on the AnSCO Memar 35mm camera, write to: AnSCO Camera Division, 100 West 42nd Street, New York 36, N.Y. Please mention this advertisement.



**ANSCO  
READYFLASH  
CAMERA**

You get modern good looks combined with box camera simplicity in this easy-to-use flash camera. Featuring sturdy metal construction and compact accessory flash attachment, the AnSCO Readyflash makes pleasing, lifelike album-size 2 1/4 x 3 1/4" pictures—indoors or outside. A great buy at ~~under \$50~~ **\$6.30**  
Flash attachment, \$2.75 extra



**ANSCO  
VIKING  
READYSET  
CAMERA**

This popular folding camera is compact and easy to carry, yet as simple to operate as a box-type camera! Has simple "bright" and "haze" light adjustment, "bright" and "haze" light adjustment, "bright" and "haze" light adjustment. Makes 2 1/4 x 3 1/4" album-size pictures. A real value at only **\$19.95**

AnSCO Flash Unit, \$8.95 extra

All prices subject to change without notice.

**P.S.** For best results

with any camera use **ANSCO ALL-WEATHER FILM!**

**ANSCO**

Binghamton, N. Y. A Division of General Aniline & Film Corporation. "From Research to Reality."

People Who KNOW Buy AnSCO!

*Big Dig*

CONTINUED



**DAZED.** Fay Maccapulo of Bellville, N.Y., sits on toy car she dug up, too tired to realize it is token for Ford car she will get.

**EXCITED** when the fact dawns, Fay throws arms around sister, Mrs. Josephine Mecca (left), whose prize was a food freezer.

**OVERCOME.** Fay puts her head down on hood of car and sobs in uncontrolled little boy. She kept repeating, "I love everybody."



**TESTING** trophy, she is offered a sniff of smelling salts by a nurse, Anne Quirk, to prevent fainting as she sits at the wheel.

**QUIETING DOWN** in medical tent to which she was taken, Fay is comforted by her district sales manager, Elmer Johnson (right).





You'll get  
**CLEARER, BRIGHTER SNAPSHOTS**  
**IN SUNSHINE OR SHADE**  
 with  
**ANSCO ALL-WEATHER FILM**

"SHADY"  
 LIGHT HERE . . .

In spite of the brilliant sun, the light under the parasol is less than on most cloudy days!



BRILLIANT  
 LIGHT HERE . . .

Out in the open sunshine the light is about ten times brighter than in the other snapshot!



. . . Yet thanks to the amazing "light latitude" of Ansco All-Weather Film you get perfect snapshots of both these scenes! Yes . . . even with the simplest box camera having no adjustments of any kind!

**RESULTS GUARANTEED**  
 Every roll guaranteed —  
 "pictures that satisfy or a  
 new roll free."

**ANSCO**  
**ALL-WEATHER FILM**



Save 15¢ with the  
 Ansco 3-Roll Economy Pak

ANSCO, Binghamton, N. Y. A Division of General Aniline & Film Corp. "From Research to Reality."





## WIDE-EYED AND POPPED-OUT

In the dark and warm interior of its mother's pouch a baby kangaroo finds life so snug and pleasant that it hardly ever bothers to take a look at the sunny world outside. This 5-month-old marsupial was forced into the open through a bit of photographic trickery. At the Zurich Zoo, Photographer Jürg Klages persuaded one of the zookeepers to hold a bunch

of carrots and beets high over the mother kangaroo's head. As she eagerly stretched her body upward, the pressure on the pouch squeezed the baby halfway out. The wide-eyed creature thereupon popped out into the world just long enough for the photographer to take its picture. Seconds later the slugabed slipped back into his sunless world, head and all.



# Skippers set speed records in Belgium's **SAND YACHTS**

**1** "‘Fleet’ really means swift when you’re talking about the fleet of sand yachts on the Belgian coast at De Panne," writes Clarence Hewitt, an American friend of Canadian Club. "No sailing craft’s keel ever slid through water at the rate these ‘*Chur a Voiles*’ go scudding along the beach at low tide. With my host, William Froehlich in the lead, I joined a race down the shore to Dunkerque, France."



**2** "Sailing on a long starboard tack, I tried to 'come about'—and capsized! Froehlich came to my aid with words of advice: 'Don't forget you've no water to cushion the shocks. And be careful—we'll hit 50 miles an hour coming back with the wind.'"



**3** "Froehlich's double-ender, built in an aircraft factory, led all the way. After zigzagging to Dunkerque in 2 hours, we zipped the 22 miles back in barely 30 minutes—with no more spills. Unlike its nautical sisters, Froehlich explained, a sand yacht can't heel with the wind. It has to take terrific punishment."



**4** "‘Splicing the main brace’ means the same on land as at sea: drinks for all hands. Luckily for me, at De Panne it meant my favorite whisky, Canadian Club."

**5** "Sand yachting has spread to U. S. beaches and even the deserts of Egypt. Not that it can touch the farflung following Canadian Club enjoys nearly everywhere I go." Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is *one and only one* Canadian Club, and *no other* whisky tastes quite like it in all the world.

IN 87 LANDS... THE BEST IN THE HOUSE

**"Canadian Club"**

6 YEARS OLD  
90.4 PROOF

IMPORTED WHISKY

MADE BY HIRAM WALKER

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.





# JOHN CAMERON SWAYZE REPORTS AMERICA'S CHOICE IN CIGARETTES

I'VE STUDIED THE FIGURES.  
THEY SHOW THE DECISION IS  
AGAIN FOR CAMELS—MORE THAN  
EVER THE FIRST CHOICE OF  
AMERICA'S SMOKERS!

JOHN CAMERON SWAYZE  
NBC's Chief TV News Analyst

## NEWEST PUBLISHED FIGURES\*

by Harry M. Wootten, the leading industry analyst.



R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

**Camel Mildness, Camel Flavor win all-time  
record choice over other cigarettes**

**A** GAIN, America's smokers have spoken!  
Again, America's confidence in Camels grows!  
And you deserve to know *why*. There's nothing  
like Camels' unique combination of genuine mildness  
and rich, full flavor — thanks to Camels' exclusive  
blend of costly tobaccos! *You* try Camels — and  
you'll know why *more* people find *more pure*  
*pleasure* in every pack, year after year!



*Make Camel's Famed  
30-Day Mildness Test*

See what you've been missing —  
see how Camels agree with *you*!

**FOR MILDNESS—  
FOR FLAVOR—**

**CAMELS AGREE WITH MORE PEOPLE  
THAN ANY OTHER CIGARETTE !**